

# THE WORLD FOOD PRIZE

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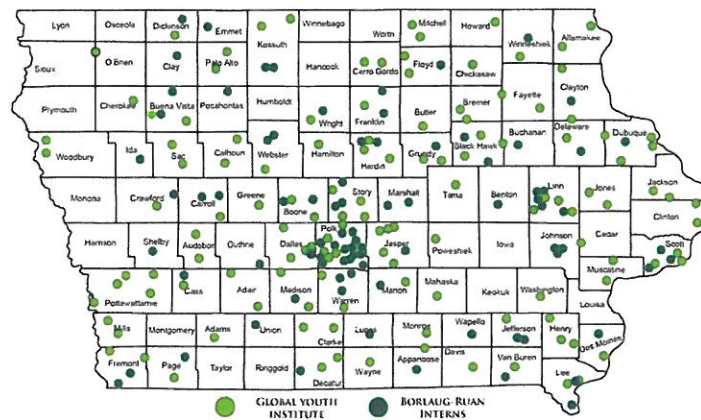
Report  
to the  
Joint Economic Development  
Appropriations Sub-Committee  
of the  
Iowa State Legislature

Regarding the Operations, Programs & Expenditures  
of  
The World Food Prize Foundation  
for  
CY 2012

Submitted  
December 31, 2012

# THE WORLD FOOD PRIZE

## Current World Food Prize Youth Education Programs Participation by Iowa High Schools



## The Global Economic Importance of the World Food Prize Symposium

"...agriculture ... is the ... most critical industry, food security the most critical issue ... and no question when you come to the World Food Prize, the leaders that sit in that room ... are the leaders that are going to shape really what's going to happen to between seven and nine billion people. "

~ Jeff Simmons,  
President, Elanco  
October, 2012

# THE WORLD FOOD PRIZE

## 2012 REPORT TO THE LEGISLATURE

### EXECUTIVE SUMMARY

#### A Two Decades Long Iowa Private-Public Partnership

#### Promoting Economic Development and Tourism for Our State; and Providing Unique Educational Opportunities for Young Iowans

In 2012, the World Food Prize Foundation had an exceptional year, hosting more than 85 events to promote economic development for Iowa, expand educational opportunities for Iowa high school students around the state, and attract exceptional conferences and tourists to our state at our Hall of Laureates.

#### INSPIRED BY OUR STATE'S GREATEST HERO

In 1986, Iowa native and Nobel Peace Prize Laureate Dr. Norman E. Borlaug established the World Food Prize with the great hope that it might one day come to be seen as the "Nobel Prize for Food and Agriculture." In 1990, when it appeared that the Prize would go out of existence when its first corporate sponsor withdrew, Iowa philanthropist John Ruan, Sr. intervened in an effort to rescue the World Food Prize and move it to Iowa.

With the support of then Governor Terry Branstad and the bipartisan leadership of the State Legislature, a great private-public partnership was created with the goal of having Iowa be seen as the food and agriculture capital of the world.

Twenty-six years later, the dreams of those two small-town Iowans and the investment made by the State have blossomed as the World Food Prize has become an internationally recognized institution that brings great attention to Iowa from all around the globe and exceptional opportunities for business leaders and youth in our state.

In 2012, the results of this ongoing collaboration between the public sector, the food and agricultural industry and the non-profit world created great benefits for our state as outlined in this executive summary and the following, more detailed report.

#### THE 2012 WORLD FOOD PRIZE BY THE NUMBERS

*Over 1,200 business leaders, officials and scientists attended the Borlaug Dialogue International Symposium from more than 65 countries*

*Over 600 statewide leaders participated in the 6th annual Iowa Hunger Summit*

*300 students and teachers collaborated at our Global Youth Institute in October*

*Over 240 students and teachers attended our first Iowa Youth Institute promoting STEM at Iowa State University in April*

*Over 85 events and 50 open houses were held at our Hall of Laureates, welcoming thousands of visitors from across Iowa and around the world*

*"The World Food Prize Borlaug Dialogue international symposium has become the premier conference in the world on global agriculture."*

*-Sir Gordon Conway*

# THE WORLD FOOD PRIZE

## THE GOALS OF THE WORLD FOOD PRIZE

As developed by Dr. Borlaug and John Ruan, Sr. and expanded over the past decade by John Ruan III and Ambassador Kenneth Quinn, the World Food Prize Foundation's three goals are to:

- Inspire and recognize breakthrough achievements around the world in alleviating hunger;
- Carry on a national dialogue on critical issues in global food security and agriculture; and
- Promote our home state of Iowa in terms of economic development and educational opportunities.

In fulfillment of the aforementioned objectives, each October on or around World Food Day (October 16), the World Food Prize Foundation endeavors to turn the attention of the world to Iowa by holding "the most significant observance of World Food Day anywhere around the globe." During CY 2012 the World Food Prize Foundation planned and implemented a series of programs, projects and events to accomplish this goal, and has also built in major events throughout the year. In addition, in CY 2012, we had the first year of operations for our magnificent new Hall of Laureates.

This report summarizes all of those activities during CY 2012, while also outlining the efforts made by the World Food Prize Foundation over the past 12 years to build our organization into a great asset for the State of Iowa, promoting economic growth and providing unique educational opportunities for young Iowans.

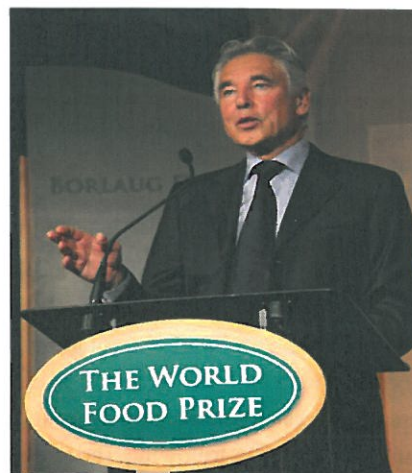
This detailed report is broken down into the following five major categories of our programs: Promoting Economic Development; Hosting International Conferences and Enhancing Tourism at the Hall of Laureates; Providing Extraordinary Educational Opportunities for Iowa High School Students; Holding events with Statewide Outreach to Iowa Communities; Celebrating Our State and Preserving Iowa's Heritage; and Supporting the Arts in Iowa to Inspire the Struggle Against Hunger.

## PROMOTING ECONOMIC DEVELOPMENT

In terms of economic development, the World Food Prize **Borlaug Dialogue** international symposium has been called the "premier conference in the world on global agriculture." As such, this past year it attracted a significant number of business leaders and government officials, research scientists, hunger advocates and journalists.

In 2012, over 1,200 individuals from 65 countries attended the conference, including:

- CEOs of leading international food and agribusiness companies including Nestlé, General Mills, Swiss Re, Netafim, Bayer CropScience, PepsiCo and Elanco
- The Secretary-General of the United Nations
- Her Royal Highness, Princess Haya Bint Al Hussein, United Nations Messenger of Peace
- Governmental leaders from around the globe such as Ertharin Cousin,



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the Executive Director of the UN World Food Program; Governmental Ministers and Ambassadors of Agriculture from Liberia, Mozambique, and Tanzania; and non-governmental leaders from Catholic Relief Services, Oxfam America, Heifer International and the Alliance for a Green Revolution in Africa, among other organizations.

- Smallholder farmers, students and world-renowned scientists

The opportunity for Iowa business representatives and government officials to interact with this amazing array of

"The Borlaug Dialogue... has developed since its start in 1986 into what I think is a foremost international meeting ... in this state which has established itself as a hub for forward-looking agricultural policy ..."

*~ Peter Brabeck-Letmathe,  
Chairman of the Board of Directors,  
Nestlé*

leadership was unprecedented. In this regard, the president of the World Food Prize Foundation met with senior state officials to ensure that Iowa businesses and officials were aware of these unique opportunities. The World Food Prize is working closely with the Governor, Lt. Governor and the Director of the Iowa Economic Development Authority to plan how the 2013 Borlaug Dialogue can provide even greater opportunities for the state.

It is important to note that Iowa business leaders have expressed their strong support for the World Food Prize Foundation and noted that they place very high value in our efforts to promote business opportunities for their companies.

In addition, the Prize receives global attention year-round and brings additional focus to the State of Iowa. In 2011, the World Food Prize established a new award, the annual \$10,000 Norman E. Borlaug Award for Field Research and Application, which was endowed by the Rockefeller Foundation. The inaugural announcement of the winner was made this year at a major international conference during World Water Week in Stockholm, Sweden. The award recognizes an outstanding young field research scientist or extension worker (40 years of age or younger) who has clearly demonstrated Borlaug-like intellectual courage, stamina, and determination in the fight to eliminate global hunger and poverty. The first recipient, Dr. Aditi Mukherji of India, was honored at a formal ceremony that took place in Des Moines as part of the World Food Prize Borlaug Dialogue symposium on October 17 at the Hall of Laureates.

"Kemin has enjoyed significant economic value by participating in the World Food Prize events each October. For every dollar we have invested in the World Food Prize activities, we have probably received an additional \$5 in return. By helping [us] solve problems, [one World Food Prize] Laureate saved our customers millions of dollars."

*~ R.W. Nelson,  
Chairman of the Board,  
Kemin Industries*

## HOSTING INTERNATIONAL CONFERENCES AND PROMOTING TOURISM AT THE HALL OF LAUREATES

In its role as a convocation center open to the public for events, the building welcomed numerous business and civic organizations from the community and across the state and region to hold their conferences and special gatherings. Drawing such varied and diverse audiences from the Des Moines community and around the world, the Norman E. Borlaug Hall of Laureates is fast becoming the setting for milestone gatherings and special celebrations, as well as the global epicenter of the struggle against hunger. In 2013, exciting interactive educational exhibits will open on the garden level of the building to engage visitors of all ages. In the years to come, the World Food Prize looks forward to attracting an ever-increasing number of enthusiasts to the Hall of Laureates, inspiring citizens and students, experts and

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world leaders with its message that through hard work and collaboration of the kind memorialized within its walls, we can make Dr. Borlaug's dream of a peaceful world without hunger a reality.

**In 2012, the Hall of Laureates has become a beacon in the heart of Iowa, garnering interest from a wide array of national institutions and companies interested in holding events there; more than 85 events and 50 public open houses were hosted at the Hall of Laureates in 2012 including:**

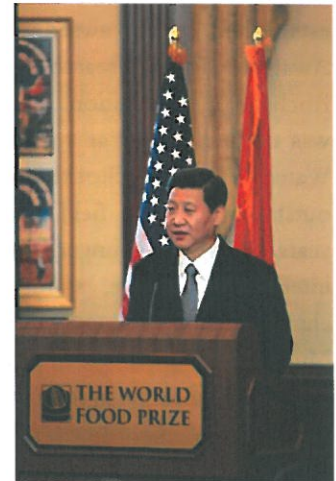
- The Midwest Governors Association 50<sup>th</sup> anniversary meeting hosted by Governor Terry Branstad;
- The National Lieutenant Governors Association meeting, hosted by Lt. Governor Kim Reynolds;
- The National Association of State Departments of Agriculture (and its presidential campaign debate) hosted by Iowa Secretary Bill Northey;
- The signing ceremony of \$4.3 billion in contracts for the sale of Iowa soybeans to China, hosted by the Iowa Soybean Association;
- The Greater Des Moines Partnership Reception for the National and International Press during the Iowa Caucuses; and
- The Hall of Laureates was also the site for community events such as: The Tomorrow Plan, hosted by Polk County; Iowa Jobs for America's Graduates; the Downtown Des Moines Neighborhood Association; and Character Counts.

## Historic Visit of Chinese Vice President Xi Jinping to the Hall of Laureates

In February 2012, the World Food Prize collaborated with the State of Iowa to host a historic visit by then Chinese Vice President Xi Jinping and the inaugural High-Level U.S.-China Agricultural Symposium at the World Food Prize Hall of Laureates. The Chinese Vice President, who was accompanied by China's foreign minister, Yang Jiechi, and education minister, Yuan Guiren, was in Iowa at the invitation of Governor Terry Branstad.

Another high point of the day was Secretary of Agriculture Tom Vilsack and Chinese Minister of Agriculture Han Changfu signing the most significant ever bilateral agreement between the two countries for the promotion of agricultural trade. The U.S. Ambassador to China, Gary Locke, also took part in the event, which drew over 200 U.S. and Chinese senior business leaders.

The Hall of Laureates was also the setting for the signing of \$4.3 billion in contracts for Iowa soybean sales to China, which will have an enormous economic impact on Iowa.



2012 marked a milestone for the World Food Prize education programs with the inaugural of its **Iowa Youth Institute** at Iowa State University on April 30, 2012. With the extremely generous support of Paul and Claudia Schickler, the Iowa Youth Institute represents the World Food Prize's effort to expand its Global Youth Institute into every high school in Iowa over the next several years.

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This program is at the leading edge of the effort to increase interest in and the study of STEM (Science, Technology, Engineering and Math) subjects among Iowa high school students. Specifically, administrators and teachers engage a large number of their students in the program by guiding them in writing a research paper about global hunger issues. Through their research, students study hunger issues in another country, focus on a specific factor that influences food security in that country, and then propose scientific, technological and policy solutions to improve the situation.

Each high school then selects a student to represent their school as a **Borlaug Scholar** at the Iowa Youth Institute.

*"Having been involved in the sponsorship of multiple students as both a teacher and school administrator since 2001, I have seen the significant development of life-long skills that the World Food Prize youth programs kindle in high school participants."*

*~Nathan Marting, Jesup, IA  
Superintendent,  
Jesup Community School District*

On April 30, 2012, 140 Borlaug Scholars and their teachers from 100 Iowa high schools gathered on the campus of Iowa State University in Ames for the inaugural day-long Iowa Youth Institute. Students presented and discussed their research papers and solutions with their peers and were led in discussion by experts from Iowa State University, agribusinesses, state and community leadership, and business leaders. Students and teachers spent a portion of the day on campus in interactive activities learning about research taking place in Iowa that confronts issues in global hunger, agriculture, energy, human health and the environment.

The program strongly emphasizes the role of STEM in addressing global hunger and related issues, and is designed to connect Iowa students to educational opportunities and pathways in STEM. Interaction with Iowa leaders in STEM introduces students to the vast opportunities for STEM careers in Iowa associated with hunger and food security issues. All students who participate earn a \$500 scholarship to attend the College of Agriculture and Life Sciences at Iowa State University. Eighty students are selected to attend the Global Youth Institute held in conjunction with World Food Prize events in October.

The goal of this program is to have all Iowa high schools participate in the Iowa Youth Institute by 2014, the year of the Norman Borlaug centennial observance of his birth.

In addition to a large array of international visitors, the World Food Prize attracted an additional 300 high school students and high school teachers from across Iowa as well as from 27 other states and territories and six foreign countries to attend the **Global Youth Institute** in October.

Over three days, these youth participants attended some of the Borlaug Dialogue symposium sessions and also had their own separate events, including the day-long **Global Youth Institute** held at DuPont Pioneer's Carver Center in Johnston. During that program, students presented their own research papers to "faculty" composed of World Food Prize Laureates and other international experts.

Over the past 19 years, the Global Youth Institute program has developed into one of the most highly praised educational endeavors in America, which attracted the National Board of 4-H and the top leadership of FFA to come to Iowa in 2012 and observe. Indeed, the National 4-H Council held a meeting of its International Board in Des Moines during World Food Prize Week.

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Alumni of the Global Youth Institute are able to apply to become World Food Prize **Borlaug-Ruan International Interns** who are sent on eight-week all-expenses-paid assignments at international research centers in Africa, Asia, Latin America and the Middle East. During the internship experience, these 17- and 18-year-old high school students are able to interact with renowned scientists and participate in exceptional studies and research projects as part of their two-month program. In 2012, a record number of 21 students participated in this program in 13 foreign countries. Two Iowa students were selected as the most outstanding International Interns and were honored at the 2012 Laureate Award Ceremony at the Iowa State Capitol.

In addition, thanks to a World Food Prize initiative, 16 students were invited to USDA in 2012 to become paid **Wallace-Carver Interns** holding summer assignments at USDA research facilities across the United States where they analyze agricultural and economic policy; assist in the management of food, nutrition, and rural development programs; and take part in groundbreaking field and laboratory-based research. In 2013, that number will increase to up to 125 placements nationally.

## HOLDING EVENTS WITH STATEWIDE OUTREACH FOR IOWA COMMUNITIES

Via its expanding statewide outreach efforts, the World Food Prize desires to have Iowa be recognized as the “Hunger Fighting Capital of America.” The Foundation strives to bring people together around hunger issues and facilitate discussions about our communities’ needs, both through the Iowa Hunger Summit and through our Laureate Lecture Series each October. In addition, the World Food Prize this year began a directory of hunger-fighting organizations to assist all those organizing their efforts in the local fight to end hunger.

The 2012 Iowa Hunger Summit was a tremendous success, with a record attendance of over 600 participants and over 20 speakers and leaders in the fight against hunger from Iowa, the United States and around the world. The attendees engaged in a day of panels, keynote speeches, and activities. Given the complex nature of hunger and an increase in the number of hungry Iowans, the focus of the 2012 Iowa Hunger Summit was on coalitions and collaborations to fight hunger, with a special emphasis on the burgeoning issue of senior hunger in Iowa.

Leading government officials also participated, including: Governor Terry Branstad; US Representative Leonard Boswell; Lt. Governor Kim Reynolds; former Governor Robert Ray; Majority Leader Linda Upmeyer; Senators Matt McCoy, Jack Hatch and Nancy Boettger; Representative Chuck Isenhardt; and Director Debi Durham, of the Iowa Economic Development Authority.

The special dialogue about these issues also attracted Iowa business and industry leaders, including: John Ruan III of Ruan Transportation; Suku Radia of Bankers Trust; Craig Hill of the Iowa Farm Bureau Federation; Rose Mitchell of Hy-Vee; Jay Byers and Gene Meyer of the Greater Des Moines Partnership; Ken Allen of Bridgestone; and Craig Floss of the Iowa Corn Growers Association.

## George Washington Carver Internships

In 2012, the World Food Prize welcomed 15 students from Iowa colleges and universities as interns to collaborate with Foundation staff to work on various aspects of planning and implementation of the Foundation’s programs. These students form close relationships with staff mentors and acquire valuable skills to help them develop and work toward their career goals.

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## Public Laureate Lecture Series

As part of its effort to achieve a statewide impact for its programs, each year the World Food Prize reaches out to Iowa's educational communities to arrange free public lectures by its Laureates and other international experts at colleges, universities, museums, libraries, the Science Center of Iowa, and at selected secondary schools. Since its inception in 2002, the Laureate Lecture Series has brought more than 160 lecture events to Iowa communities.

*"The annual World Food Prize Lecture has become an important part of the William Penn University academic year. It has greatly enriched the fabric and culture of William Penn University, and the community of Oskaloosa, Iowa."*

*~ Steven C. Noah, Vice President for Government Relations and Special Projects, William Penn University, Oskaloosa*

## CELEBRATING OUR STATE AND PRESERVING IOWA'S HERITAGE

In order to make the World Food Prize better known across America and around the globe, and to bring increased attention to Iowa, the World Food Prize Foundation has organized and participated in numerous events over the past 12 years, including events in Washington D.C. and around the globe, and the Hoover-Wallace Dinner held here at home to recognize local heroes. In 2012, the Hoover-Wallace Dinner honored Governor Terry Branstad and Secretary of Agriculture Tom Vilsack for their joint efforts in regard to U.S. relations with China.

## SUPPORTING THE ARTS IN IOWA TO INSPIRE THE STRUGGLE AGAINST HUNGER

The World Food Prize takes pleasure in integrating the arts into its annual programs and holding events in some of Iowa's most prominent facilities. Ambassador Kenneth Quinn believes that there is a significant role for music, poetry, painting and literature to bring attention to the need for breakthrough achievements in the struggle against hunger.

In 2012, the World Food Prize hosted the Bryant Park String Quartet from New York City, and sponsored a free public concert at the Des Moines Art Center by this talented group. The Quartet also gave free master classes to young, aspiring Iowa musicians, all paid for by the World Food Prize.

*"World Food Prize Laureate Lecture Series have provided a unique teaching tool for faculty and a special learning opportunity for students...Sioux City area residents also have attended the lectures and participated in discussions on world food issues."*

*~ John Reynnders President,  
Morningside College, Sioux City*

Apart from the \$3 million of art in the Hall of Laureates, over the past decade, the Foundation has commissioned an original symphony in honor of Dr. Borlaug of approximately 15 original paintings, a suite of poems and the composition of an original choral piece, all from Iowa artists. Over the years, the World Food Prize Foundation has collaborated on a variety of projects with a diverse array of artists and organizations, including the Des Moines Symphony, the Civic Center, Living History Farms, Iowa Public Television and others.

## THE DR. NORMAN E. BORLAUG CENTENNIAL OBSERVANCE: INSPIRING A VISION FOR IOWA'S FUTURE

Norman Borlaug was born on a farm in Howard County, near the town of Cresco, on March 25, 1914. To celebrate and advance the legacy of the man who has become Iowa's greatest hero, the World Food Prize is undertaking a Borlaug Centennial Observance which will run from October 16, 2013 to October 16, 2014. It is our goal to encourage a statewide celebration that will highlight Dr. Borlaug's lifelong achievements as well as develop the model for future World Food Prize celebrations.

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**Norman Borlaug Statue.** In 2011, at Ambassador Quinn's urging, the Iowa State Legislature voted to place a statue of Dr. Norman Borlaug in the US Capitol in Washington, D.C.

- Ambassador Quinn was appointed by Governor Branstad to chair the committee to select an artist to create the statue to Dr. Borlaug. On October 16, 2012, the Governor and the Ambassador introduced Mr. Benjamin Victor as the artist the committee had chosen from the 65 artists who submitted a proposal.

Ambassador Quinn's goal is to have the statue installed in the Statuary Hall on or about March 25, 2014, which will mark the 100<sup>th</sup> anniversary of Dr. Borlaug's birth near Cresco in Howard County.

**Norman Borlaug Centennial Observance.** As part of this recognition of Dr. Borlaug, the World Food Prize is holding a year-long Borlaug Centennial Observance, which will run from October 16, 2013 through October 16, 2014.

## The Bottom Line

With essential state support, as part of a unique private-public partnership, the World Food Prize Foundation has grown into an internationally acclaimed institution, which continued its endeavor in 2012 to make Iowa be recognized as the "Hunger Fighting Capital of America and the World." To promote our home state, in CY 2013, the World Food Prize Foundation will continue to:

- Welcome business, research and governmental leaders to our state and thus provide significant networking opportunities for Iowa firms and institutions;
- Expand opportunities for more Iowa students to be inspired to pursue education and careers in science, technology, engineering, math and agriculture; and
- Draw conferences, visitors and tourists to our state through our programs, events, and the new World Food Prize Hall of Laureates.

The World Food Prize utilizes funds appropriated by the State Legislature to support the planning and implementation of its annual programs as well as the operating expenses of the new Hall of Laureates.

With the opening of the Hall of Laureates in October 2011, it was estimated that the annual budget of the World Food Prize Foundation would be increased by approximately 25% to an estimated \$2.9 million in CY 2012. In fact, World Food Prize expenditures in CY 2012 were \$2,937,410, reflecting new expenses associated with the operation of this building. With this increase in its annual expenditures, estimated outlays in CY 2013 will be \$3.1 million and \$3.2 million in CY 2014. The **restoration of full funding of the World Food Prize Foundation Standing Appropriation of \$1 million** in FY 2014 and FY 2015 will be extremely critical to ensure its continued effectiveness.

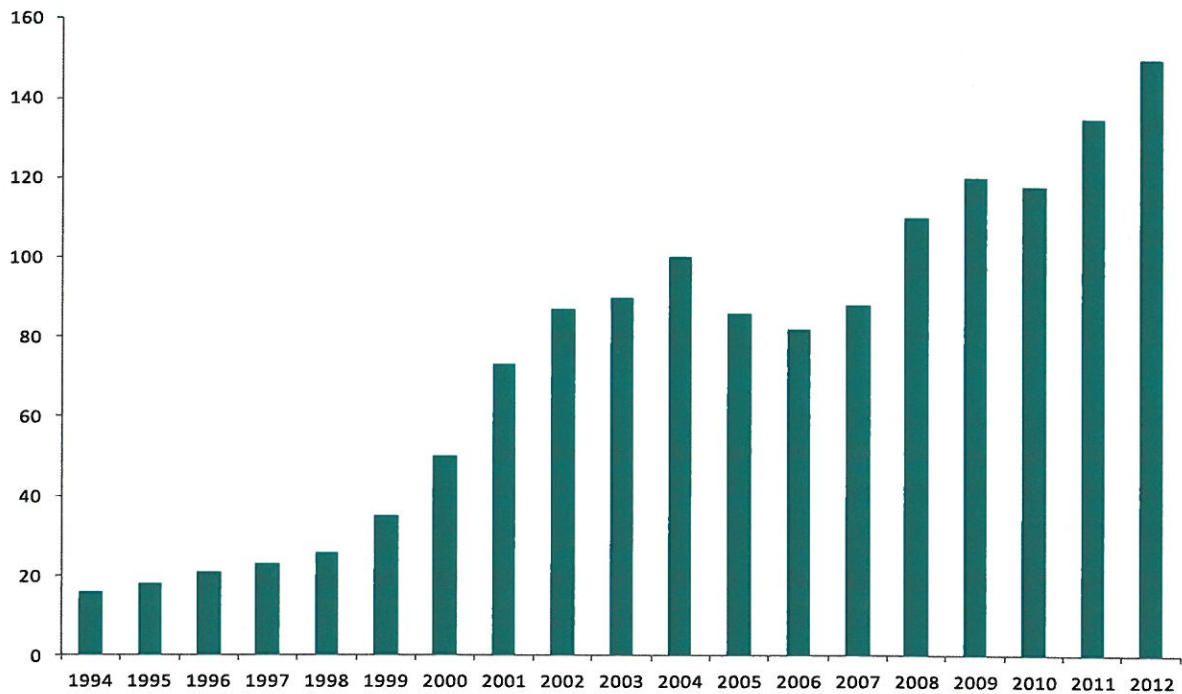
It is stressed that **NO** State of Iowa funds appropriated to the World Food Prize Foundation are used for:

- Any part of the annual \$250,000 World Food Prize Laureate Award or the \$10, 000 Dr. Norman E. Borlaug Award for Field Research and Application;
- Food or beverages served at any World Food Prize meal or social function;
- International travel by the World Food Prize staff; or
- Bricks and mortar construction.

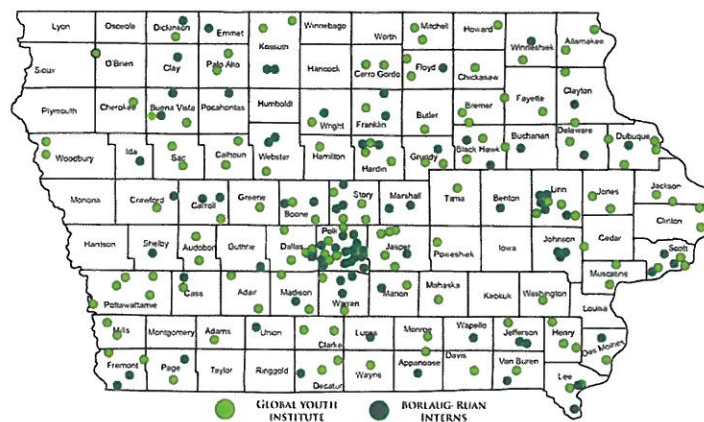
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## EXECUTIVE SUMMARY: APPENDIX WORLD FOOD PRIZE STATS & FIGURES

### Growth in the Global Youth Institute Number of Student Attendees



### Current Youth Programs Participation by Iowa High Schools



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## THE WORLD FOOD PRIZE REPORT TO THE IOWA LEGISLATURE – DECEMBER 31, 2012

This report is submitted as a follow-up to the report submitted on December 31, 2011. It is in compliance with the legislation enacted in 2007 by the Iowa Legislature requiring that the World Food Prize Foundation submit a report at the end of each calendar year regarding the expenditure of moneys received from the State during that year. Because the World Food Prize budget is based on the calendar year, this report of necessity covers periods during which appropriated funds from two different State of Iowa fiscal years were utilized.

Please note that State funds support the planning and implementation of the World Food Prize programs and events as outlined in this report and the operation of the newly completed Dr. Norman E. Borlaug Hall of Laureates. **State funds are NOT used for: food or beverage at any World Food Prize event; any international staff travel; bricks and mortar construction; any part of the annual \$250,000 World Food Prize Laureate Award or the \$10,000 Dr. Norman E. Borlaug Award for Field Research and Application prize money.**

### THE WORLD FOOD PRIZE OBJECTIVES

Three major objectives have guided the growth and development of the World Food Prize Foundation as we work toward the goal of realizing Dr. Norman Borlaug and Mr. John Ruan, Sr.'s vision for "the Prize" and as we endeavor to create unprecedented and unique opportunities for Iowans, by promoting economic development and tourism for our state, and providing valuable educational opportunities and experiences for our youth. These goals are to:

- **Combat Hunger around the Globe.** Our **international objective** is to recognize and inspire exceptional breakthrough achievements that increase food and reduce hunger in the world through the annual presentation of the \$250,000 World Food Prize, which the president of Mexico called "the Nobel Prize for Food and Agriculture."

Since its inception, the Prize has been presented to laureates from Bangladesh, Brazil, China, Denmark, Ethiopia, Ghana, India, Israel, Mexico, Sierra Leone, Switzerland, the United Kingdom, and the United States. The monetary award is funded entirely through an endowment from The John Ruan Trust.

- **Carry on a Dialogue on Critical Issues in Agriculture and Food Security.** Our **national/regional objective** is to conduct educational and informational programs such as the Borlaug Dialogue international symposium, the Iowa Hunger Summit, the World Food Prize Global Youth Institute and a Laureate Lecture Series, which address the most important issues in global agriculture and bring a wide array of distinguished leaders, dignitaries, executives, experts and officials to Iowa each year.

In the past decade, our annual conference has grown from a small half-day discussion attracting only 50 people from outside Iowa into a major three-day event, welcoming over 1,400 participants from more than 75 countries and 40 states.

- **Promote our Home State.** Our **Iowa objectives** are: to hold events and carry out programs that promote economic development and opportunities for Iowa businesses; draw conferences and tourist to Iowa at our Hall of Laureates; inspire Iowans to fight hunger; provide unique educational opportunities for Iowa students, teachers and the public; and preserve Iowa's agricultural and humanitarian heritage.

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In fulfillment of the Foundation's objectives, each October on or around World Food Day (October 16), the World Food Prize endeavors to turn the world's attention to Iowa, by holding **"the most significant observance of World Food Day anywhere around the globe."** In this regard, it is important to note that, since 2002, the Iowa Legislature has enacted legislation designating October 16 as Dr. Norman E. Borlaug World Food Prize Day in Iowa. This is only the second time in Iowa history that an official day of recognition has ever been established. This action provides a strong basis for the World Food Prize Foundation to build a public-private partnership that can impact every part of the state.

As this report relates to the utilization of appropriated State of Iowa Funds, we have restructured the document to give focus to how our World Food Prize programs and projects relate to promoting our key Iowa goals, particularly in Economic Development and Education.

During CY 2012 the World Food Prize Foundation planned and implemented a series of programs, projects and events to accomplish these goals, and has also built in major events throughout the year. In addition, in CY 2012, we had the first year of operations for our magnificent new Hall of Laureates. This report summarizes all of those activities during CY 2012, while also outlining the efforts made by the World Food Prize Foundation over the past 12 years to build our organization into a great asset for the State of Iowa, promoting economic growth and providing unique educational opportunities for young Iowans. An appendix provides detail on World Food Prize staffing and budgeting as well as actual expenditures.

This detailed report is broken down into the following major categories of our programs: Promoting Economic Development in Iowa; Hosting International Conferences and Enhancing Tourism at the Hall of Laureates; Providing Extraordinary Educational Opportunities for Iowa High School Students; Holding Events with Statewide Outreach to Iowa Communities; Celebrating Our State and Preserving Iowa's Heritage; and Supporting The Arts in Iowa to Inspire The Struggle Against Hunger.

The report concludes with a section about the planned Dr. Norman E. Borlaug Centennial Observance which the World Food Prize Foundation is planning for the period of October 16, 2013, to October 16, 2014.

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## PROMOTING ECONOMIC DEVELOPMENT IN IOWA

### October's Annual World Food Prize Week: The Borlaug Dialogue International Symposium, The Laureate Award Ceremony and Related Side Event Meetings

The World Food Prize conference convenes many of the most innovative and influential people in the food and agriculture worlds. The remarkable array of guests, including people from inside Iowa and around the globe, attend the dialogue panels together; discuss critical issues during side events, meetings and meals; and connect around real-world issues and challenges. Iowa business leaders, innovators, youth and the public have front-row seats and enjoy tremendous opportunities to interact with these most accomplished experts and guests.

#### **Borlaug Dialogue**

The 2012 Borlaug Dialogue international symposium was held October 17 – 19 in Des Moines, on the topic of “Partnerships & Priorities: Transforming the Global Food Security Agenda.” The conference delivered lively and stimulating conversations that addressed issues including: integrating nutrition across the entire value chain from production to consumer; emerging technologies shaping the future of food and agricultural development; minimizing waste in the supply chain; empowering youth through education and economic opportunities; leveraging the role of private investment to spur innovation in global agriculture; maximizing the potential of women and girls in fighting hunger and poverty; and enhancing communication and collaboration across the agricultural value chain.

This year we were honored to welcome over 1,200 people from more than 65 countries who attended our Borlaug Dialogue and Global Youth Institute, including: high level dignitaries and officials from global organizations, renowned scientists and journalists; CEOs of major international food and agribusiness companies; and 300 high school students and teachers.

- CEOs of leading international food and agribusiness companies including Nestlé, General Mills, Swiss Re, Netafim, Bayer CropScience, PepsiCo and Elanco
- The Secretary-General of the United Nations
- Her Royal Highness, Princess Haya Bint Al Hussein, United Nations Messenger of Peace
- Governmental leaders from around the globe such as Ertharin Cousin, the Executive Director of the UN World Food Program; Governmental Ministers and Ambassadors of Agriculture from Liberia, Mozambique, Tanzania; and non-governmental leaders from Catholic Relief Services, Oxfam America, Heifer International and the Alliance for a Green Revolution in Africa, among other organizations
- Smallholder farmers, students and world-renowned scientists

In this regard, it is important to note that Iowa business leaders have expressed their strong support for the World Food Prize Foundation and noted that they place very high value in our efforts to promote business opportunities for their companies.

In addition, the Prize receives global attention year-round and brings additional focus to the State of Iowa. In 2011, the World Food Prize established a new award, the annual \$10,000 Norman E. Borlaug Award for Field Research and Application, which was endowed by the Rockefeller Foundation. The inaugural announcement of the winner was made this year at a major international conference during World Water Week in Stockholm, Sweden. The award recognizes an

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outstanding young field research scientist or extension worker (40 years of age or younger) who has clearly demonstrated Borlaug-like intellectual courage, stamina, and determination in the fight to eliminate global hunger and poverty. The first recipient, Dr. Aditi Mukherji of India, was honored at a formal ceremony that took place in Des Moines as part of the World Food Prize Borlaug Dialogue symposium on October 17 at the Hall of Laureates.

Our week-long events culminated in the awarding of the 2012 World Food Prize to our Laureate – Dr. Daniel Hillel of Israel– for his role in pioneering a radically new mode of bringing water to crops in arid and dry land regions - known as “micro-irrigation.” Held at the Iowa State Capitol, the 2012 Laureate Award Ceremony brought together bipartisan leadership and united citizens of Israel and Arab countries in celebrating the importance of science to peace and prosperity.

Also in 2012, the World Food Prize launched the inaugural “dialogueNEXT” program. This forward-thinking, youth-engaging program was designed to bring together a celebrity chef and prominent young thought leaders in an interactive dialogue around the effective use of mobile applications, social media, the future of social entrepreneurship in agricultural development and the emerging innovations that are transforming the fight against hunger and poverty with new concepts and achievements.

Over the past years, the World Food Prize has consistently focused its annual Borlaug Dialogue international conference on cutting-edge topics (biotechnology, innovations in crop production, agriculture’s role in national security, biofuels, and enhanced nutrition) which has enabled us to draw the leading government officials, business leaders, research scientists, educators, hunger advocates, non-governmental organization representatives and journalists to Iowa. Along the way, many milestones have been recognized nationally and internationally.

Most significantly, the Borlaug Dialogue was:

- **The first conference anywhere on the threat of “agroterrorism,”** held in October 2001, one month after the tragedies of 9/11, but planned four months earlier;

Dr. Bernard A. Schwetz, Acting Commissioner of the U.S. Food and Drug Administration, said that **“the ideas that came out of the World Food Prize International Symposium helped shape the U.S. response to bioterrorism immediately after the events of 9/11”**;

- One of the first venues anywhere for global leaders and experts to focus on **the potential of biotechnology to feed the poorest countries** (held in 2000);
- The first conference to simultaneously consider **“The Dual Global Challenges of Obesity and Malnutrition,”** according to international nutrition experts (held in 2005);
- Praised by attendees for unique and informative presentations on such topics as **the role of water security in the search for peace in the Middle East** (the 2002 symposium, with participants from Israel, Egypt, the West Bank, Syria and the U.A.E); and the global potential of both **“biofuels and biofoods”** (the 2007 symposium, with bioenergy experts representing African countries, Brazil, China, India, the EU and the United Nations).
- The venue in 2009 where Bill Gates gave his first ever address on global agribusiness;

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- The forum in 2010 for the US Secretary of Agriculture to bring together the Ministers of Agriculture from Afghanistan and Pakistan to the Borlaug Dialogue.

A leading Iowa agricultural journalist said that “**the World Food Prize brings more acclaimed international speakers to Iowa than any other organization.**” The Borlaug Dialogue is also earning other impressive plaudits for its focus and content.

- The former head of USAID confirmed that “the idea for the \$100 million U.S.-India Agricultural Knowledge Initiative, announced by Prime Minister Singh and President Bush in 2006, sprang from an idea first discussed at a World Food Prize luncheon.”
- The Chairman of the Israeli Water Engineers said: “During the past 45 years, I have never participated in a symposium, conference or seminar that could match your organization in the quality of the presentations.”
- A senior official of the Gates Foundation said he “met a **more diverse array of people** at the World Food Prize than at any other conference [Gates leadership has] attended anywhere around the globe.”
- A leading research scientist from Europe said: “**It is the most important conference on food and agriculture in the world.**”
- Gates Foundation President Jeff Raikes remarked that he was amazed that he could have dinner in Des Moines with African farmers.

## Laureate Award Ceremony

The World Food Prize is extraordinarily grateful for the privilege of holding this ceremony and dinner in the **Iowa State Capitol building**. This magnificent edifice adds an incomparable element of prestige to the event and conveys **an impressive image of Iowa in the press coverage, which spans the globe**. In 2000, Dr. Borlaug said that this World Food Prize ceremony at the State Capitol “surpassed the ceremony” at which he received the Nobel Peace Prize.

Today, the Laureate Award Ceremony has become known as gathering “more life-saving achievement than at any other World Food Day event anywhere around the globe.” Following the Laureate Award Ceremony each year, a dinner in the Rotunda exposes the international guests to Iowa food of the highest international standard. No state funds are used for the food and beverage at this dinner.

At the 2012 Laureate Award Ceremony, the \$250,000 World Food Prize was presented to the Israeli irrigation pioneer **Dr. Daniel Hillel**, who has helped bring water to dry lands around the world throughout this career, including areas in Israel, Palestine and throughout the Middle East. Over 800 people filled the House Chamber of the Iowa State Capitol for the ceremony on the evening of October 18<sup>th</sup>, which was presided over by Governor Terry Branstad and **broadcast live across the state on IPTV and around the world via webcast**.

In a remarkable display of how confronting hunger can build peace, the Laureate Award Ceremony brought the Secretary-General of the United Nations to gather with Arab and Israeli officials to witness an Israeli citizen being honored.

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Reflecting the broad political support that exists for the World Food Prize, the bipartisan leadership of the Iowa Legislature was represented at the event as was the Iowa Congressional Delegation. U.S. Senators Chuck Grassely and Tom Harkin were joined by Representatives Tom Latham, Leonard Boswell and Steve King. In addition, 300 teachers and students participated in a viewing party at the Hall of Laureates.

In addition to awarding the World Food Prize this year, Ambassador Kenneth Quinn and Council of Advisors member Dr. Ronnie Coffman presented the first annual Norman E. Borlaug Award for Field Research and Application, Endowed by the Rockefeller Foundation, to Dr. Aditi Mukherji of India in the magnificent Hall of Laureates. More than 450 people attended the award ceremony and the Borlaug Dialogue reception that followed. This award received media attention worldwide when it was announced at the Stockholm International Water Conference.

## Side Events

In addition to the annual formal symposium program, at the invitation of the World Food Prize, a number of businesses and organizations have been drawn to hold meetings in Iowa during World Food Prize week, allowing their international members to participate in the Borlaug Dialogue and our other activities and bringing a series of mini business meetings and conferences to Iowa. Included in 2012 were:

- **The Board for International Food and Agricultural Development (BIFAD)**, with the encouragement of then Senate Majority Leader Stewart Iversen, a President-appointed advisory group to USAID moved its annual National Forum to Des Moines *eight years ago* so it could be held in conjunction with the World Food Prize. This year, BIFAD held a public meeting and a public seminar in conjunction with the **USAID Bureau for Food Security**. This side event was moderated by author and journalist Roger Thurow and highlighted how investments in agricultural research and capacity development under USAID's Feed the Future are impacting lives worldwide. The session included a panel discussion with major partners from the private sector, U.S. universities, and international research centers; AgTalks from key researchers; and dynamic content showing the impacts of the portfolio and future leaders in agricultural research.
- **The Partnership to Cut Hunger and Poverty in Africa** for the *ninth straight year* hosted a delegation of African leaders who came to Iowa to participate in the World Food Prize events, and led a half-day symposium on economic growth in sub-Saharan Africa as part of the Borlaug Dialogue.
- The **USDA Norman E. Borlaug International Fellows** program for each of the *past seven years* has brought over 200 young agricultural professionals from 18 countries in Africa, Asia, Eastern Europe, and Latin America to participate in the World Food Prize, and also to participate in tours of agricultural production and processing facilities across Iowa, organized in conjunction with the **Iowa Department of Agriculture, Pioneer, the Greater Des Moines Partnership, and Silos & Smokestacks**.
- **Truth about Trade and Technology** over the *past seven years* has welcomed over 130 biotech farmers from around the globe to take part in a two-day roundtable on international issues related to agricultural technology, production and commerce, as well as to attend World Food Prize events.
- **Empower Tanzania** and **Des Moines University** co-organized their inaugural Iowa-Tanzania Summit, bringing together organizations across Iowa with networks and rural development projects in Tanzania. In

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2011, the Prime Minister of Tanzania took part and the Ambassador of Tanzania was here in 2012. This event has a special connection for Iowa religious and non-profit organizations which operate programs in Tanzania.

- **The Future Farmers of America** hosted their *second annual* breakfast honoring the Monsanto Borlaug-Beachell Scholars, an annual group of research scholars from around the world who attend the symposium.
- The **International Food Policy Research Institute** has, since 2009, used the World Food Prize events as the venue for its international launch of the annual Global Hunger Index, a joint effort with research institutes in Ireland and Germany.
- The **Global Harvest Initiative**, a partnership of John Deere, ADM, DuPont and Monsanto, coordinated all four company CEOs to participate as symposium speakers in a “CEO Roundtable” last year, as well as hosted their 3rd annual GAP Report luncheon for the press this year. The GAP report serves as a benchmark to analyze agricultural productivity growth. Each year, the GAP Report is updated to mark the progress made toward sustainably doubling agricultural output over the next 40 years.
- Major U.S. and international agribusinesses, such as **ADM, Bayer CropScience, Bunge, Cargill, DuPont/Pioneer, Elanco, General Mills, Hormel, John Deere, Land O’Lakes, Monsanto, Novus, Nestlé, PepsiCo, Syngenta, and Wal-Mart** have sent significant delegations of officials from their global facilities to attend the Borlaug Dialogue and the Laureate Award Ceremony.
- The **Bill & Melinda Gates Foundation** used the appearance by co-founder Bill Gates at the World Food Prize in 2009 to hold a series of meetings in Des Moines with many of its partner organizations, and held several meetings here in 2010, as well. In 2011 and in 2012, The Gates Foundation participated in the symposium sessions and brought high level leadership and this year brought another contingency of staff and executives.
- This year, the **Economist Intelligence Unit** held a press conference at the symposium to promote their newly launched and much touted Economist Global Food Security Index, sponsored by DuPont. Using an innovative, comprehensive approach in tracking the availability, affordability and quality and safety of food around the world, the Economist Global Food Security Index was developed with the guidance and involvement of World Food Prize laureates, including 2002 Laureate Pedro Sanchez, Director of the Tropical Agriculture and the Rural Environment Program at Columbia University and 2010 Laureate Joe Luck, former president of Heifer International.
- For several years, the **World Economic Forum** has brought a delegation of member companies and executive staff to attend and host their annual board meetings related to their New Vision for Agriculture Project. In 2012, the World Economic Forum produced a new project video that was first shown at the symposium and has expressed interest in returning in 2013 with new developments to share with the Borlaug Dialogue audience.
- The Global Health & Global Food Conference of the **Heartland Global Health Consortium** (a partnership among Central College, Des Moines University, Drake University, Iowa State University, Simpson College, the University of Iowa and the University of Northern Iowa) is organized each year in conjunction with the World Food Prize events.

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- The **Monsanto Borlaug-Beachell International Scholars** (young Ph.D. candidates from around the globe) were formally introduced at and participated in World Food Prize events for the past three years. This year, as in the past, **Novus International** hosted a special reception in their honor.
- The **USDA Foreign Agricultural Service** has organized side events at the World Food Prize over the past seven years, featuring presentations on issues of interest to the agricultural community and attendance by several hundred participants. In 2012, the USDA Foreign Agricultural Service organized a panel to discuss the role of youth empowerment in agricultural development and continued their tradition of bring in a group of young researchers and scholars from around the world, known as the Borlaug Scholars.
- Members of **The International Food and Agricultural Trade Policy Council (IPC)** traveled to Des Moines from across the globe in 2008 for their annual meeting and to attend the Borlaug Dialogue, which featured a session jointly sponsored with IPC on agricultural trade and economic growth.
- The **U.S. Grains Council**, working in partnership with the **Iowa Corn Promotion Board** has, over several different years, brought delegations totaling several hundred foreign-government trade officials who regulate biotechnology. These visitors spend a week in Iowa, observing American agricultural practices and participating in a seminar on biotechnology, in conjunction with attending the World Food Prize.
- The World Food Prize has invited the **Iowa Department of Economic Development, the Greater Des Moines Partnership, the Iowa International Center** and the **Center for Global Citizen Diplomacy** to time the visit of its foreign delegations and business representatives to coincide with the World Food Prize events in past years.
- The **CropLife Foundation** and the **Council for Agricultural Science & Technology** have hosted, over the past few years, their annual Borlaug CAST Award and presented the official award at the World Food Prize. Key executive leadership from both organizations also attended the symposium.
- **Land O'Lakes Corporation**, in conjunction with the **UN Food and Agricultural Organization** and **Women Thrive Worldwide**, hosted a special event to complement one of the World Food Prize's symposia on empowering women in agricultural development in 2011. In 2012, the UN Food and Agricultural Organization returned to organize another side event addressing the importance of farmers cooperative in ending hunger. This event was co-hosted by **IFPRI, USAID, the US Overseas Cooperative Development Council and the World Bank**.
- The **One Health Commission**, in conjunction with **Iowa State University's College of Veterinary Medicine**, organized their inaugural One Health Lecture at the World Food Prize in 2011, and has indicated that this lecture will become an annual tradition going forward starting in 2013.
- **Farm Journal Foundation** brought several members of their national executive leadership team to the symposium and hosted a special seminar during World Food Prize week.

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- **The State Department**, in 2011, sent a group of over 30 foreign journalists to cover the World Food Prize events, as well as tour key sites around the state, including research facilities at Iowa State, local food banks and corporate research facilities.
- The **Iowa Department of Agriculture** has invited several state commissioners of agriculture from around the United States to Iowa to take part in the World Food Prize.
- The **Iowa Soybean Association**, **United Soybean Board**, the **World Soy Foundation** and **World Initiative for Soy in Human Health (WISHH)** have brought an array of farmers and officials from national and international soy-promoting organizations to the World Food Prize on several occasions. In 2012, the **Iowa Soybean Association organized an afternoon of farm tours** across Iowa for World Food Prize symposium attendees. Due to the positive response from these tours, the Iowa Soybean Association has indicated they would like to expand the farm visits in 2013.
- **The UN Standing Committee on Nutrition**, with representatives from around the world, held an international meeting in Des Moines in 2005 in conjunction with the World Food Prize symposium on malnutrition and obesity.
- **The International Traders of Iowa** has in the past sponsored a breakfast as part of World Food Prize events, with special emphasis on the work of Iowa students who participate in the World Food Prize Global Youth Institute.
- **The DuPont Biotechnology Advisory Panel** of experts from around the world has convened at the Pioneer campus in Johnston on several different occasions in conjunction with World Food Prize, to allow panel members to attend and participate in the Borlaug Dialogue.
- **USDA-Agricultural Research Service** senior officials and leading scientists have met in Ames and Des Moines as part of World Food Prize events over the past several years.
- **The North American Agricultural Journalists' organization** has held one of its annual meetings in conjunction with the World Food Prize events in several recent years.
- The 2012 World Food Prize events also welcomed events hosted by the **Alliance for a Green Revolution in Africa (AGRA)**, **ADM Institute for the Prevention of Post-Harvest Loss**, **Landesa** and **World Food Program USA**.
- In 2012, **Oxfam America** organized a public luncheon during World Food Prize week, featuring celebrity chef and renowned restaurateur Jose Andres. Co-hosted by the **30 Project** with participation from the **Howard G. Buffett Foundation**, this luncheon brought together over 200 people to learn about the importance of a well-fed planet with a meal focused on nutrition and sustainable practices.

As a result of all of the above, Iowa business representatives and government officials have had many opportunities to interact with all of these individuals and organizations, providing the opportunity for future arrangements that could promote continued economic development for our state.

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## Promoting Iowa Around the Globe

Outside the United States, the World Food Prize has organized or participated in the following events, which help to put the focus of international leaders and global media on Iowa.

- **Stockholm, Sweden:** In 2012, the announcement of the first World Food Prize Dr. Norman E. Borlaug Award was made during the International World Water Week conference held in Stockholm. The recipient was Dr. Aditi Mukherji of India.
- **New Delhi, India:** In 2011, the World Food Prize was represented as a member of the Advisory Committee for the **2020 Vision Initiative Global Conference** in New Delhi, India. Organized by the International Food Policy Research Institute (IFPRI), this initiative works to develop and promote a shared vision and consensus for action for meeting food needs while reducing poverty and protecting the environment.
- **St. Petersburg, Russia:** In 2010, Ambassador Quinn was a featured speaker, on the life and legacy of Norman Borlaug and also on the special Iowa-Russia connection through agricultural scientist N. I. Vavilov, at the **Eighth International Wheat Congress**, the largest-ever gathering of global wheat scientists.
- **Tokyo, Japan:** In 2010, the World Food Prize participated with USDA and State of Iowa leaders to commemorate the **50<sup>th</sup> anniversary of the “Yamanashi Hog Lift,”** to champion U.S.-Japan ties through a conference sponsored by the U.S. Grains Council (at which Ambassador Quinn was a featured speaker), and to highlight both countries’ roles in global agricultural development. At this time, the Norman Borlaug Medallion was presented to **Yohei Sasakawa**, chairman of the Nippon Foundation.
- **Accra, Ghana:** In September 2010, Ambassador Quinn led a featured plenary session on Dr. Borlaug’s legacy at the **African Green Revolution Forum**, which brought together African and international leaders and experts. At that conference, he also presented the Norman Borlaug Medallion to **Kofi Annan** for his leadership of efforts to spur a Green Revolution in Africa.
- **Chennai, India:** In February, 2010, The World Food Prize was included among the convening institutions of a global conference on biodiversity and its role in supporting agricultural development worldwide, in honor of Norman Borlaug. World Food Prize President Ambassador Kenneth Quinn delivered the keynote address.
- **Bangkok, Thailand:** Former Iowa **Governor Robert Ray** traveled to Thailand in 2005 to present the World Food Prize Norman Borlaug Medallion to the **King of Thailand** in recognition of his efforts over the past 60 years to ensure adequate food and nutrition for his subjects.
- **Beijing, China:** In 2004, the World Food Prize co-hosted an International Symposium on Science and Technology in Agriculture, in conjunction with the **Chinese Academy of Agricultural Sciences**. The President of **Pioneer Hi-Bred International** was a featured speaker at the event at the invitation of the World Food Prize.
- **Toronto, Canada:** The 2002 World Food Prize Laureate was announced to an audience of more than 3,000 persons attending the International Horticultural Congress.

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- **Barcelona, Spain:** In June, 2002, Dr. Borlaug was presented the **Rotary International** Award for World Understanding and Peace based on a nomination made by the Rotary Clubs of Des Moines in conjunction with the World Food Prize.
- **Rome, Italy:** In 2002, the assembled World Food Prize Laureates presented a Declaration on World Hunger at the **UN World Food Summit**. The Declaration had been written and approved in Des Moines as part of the World Food Prize.
- **Bonn, Germany:** In 2001, the announcement of the World Food Prize Laureate was made at an international conference at which the **President of Germany** referred to the World Food Prize as the “Nobel Prize for Food and Agriculture.”
- **Mexico City, Mexico:** In 2000, the **President of Mexico** conferred the Mexican Woman of the Year Award to **Dr. Evangelina Villegas**, on the basis of her being named that year the first female World Food Prize Laureate.
- **New York / United Nations:** In 2000, the World Food Prize hosted a luncheon as part of the **UN Millennium Celebration** in New York City, with the President of the UN General Assembly as the honored guest, and over 300 diplomats, officials and distinguished guests present.

## HOSTING INTERNATIONAL CONFERENCES AND PROMOTING TOURISM AT THE HALL OF LAUREATES

Separate from its annual programs, the World Food Prize Foundation last year successfully completed the renovation of the century-old Des Moines Public Library building and transformed it into the Norman E. Borlaug World Food Prize Hall of Laureates. This \$29.8 million restoration effort began in October 2009 and was completed in October 2011 in time to celebrate the 25<sup>th</sup> anniversary of the World Food Prize Foundation. Based on professional estimates, this construction project, spanning over a two-year time frame, was a significant economic stimulus that added between 550 and 800 jobs a year and involved over 25 subcontractor firms in different aspects of the construction project.

In 2012, the Hall of Laureates has become a beacon in the heart of Iowa, garnering interest from a wide array of national institutions and companies interested in holding events there; more than 85 events and 50 public open houses were hosted at the Hall of Laureates in 2012 and many more events are scheduled already for 2013.

At the time of its 25<sup>th</sup> anniversary celebrations in October 2011, the World Food Prize Foundation was pleased to unveil the Norman E. Borlaug Hall of Laureates. The opening of the Hall of Laureates marked a historic moment, as this building which had served as the Des Moines Public Library for a century would now function as the global headquarters of the World Food Prize, giving this magnificent landmark a new identity and a renewed sense of purpose for the next 100 years while preserving its historic integrity of the past 100 years.

The Hall of Laureates has been a popular destination point for a variety of different audiences this past year. In its role as a convocation center open to the public for events, the building welcomed numerous business and civic

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organizations from the community and across the state and region to hold their conferences and special gatherings, including:

- The Midwest Governors Association 50<sup>th</sup> anniversary meeting hosted by Governor Terry Branstad;
- The National Lieutenant Governors Association meeting, hosted by Lt. Governor Kim Reynolds;
- The National Association of State Departments of Agriculture (and its presidential campaign debate) hosted by Iowa Secretary Bill Northey;
- The signing ceremony of \$4.3 billion in contracts for the sale of Iowa soybeans to China, hosted by the Iowa Soybean Association;
- The Greater Des Moines Partnership Reception for the National and International Press during the Iowa Caucuses; and
- The Hall of Laureates was also the site for community events such as: The Tomorrow Plan, hosted by Polk County; Iowa Jobs for America's Graduates; the Downtown Des Moines Neighborhood Association; and Character Counts.

This past year, the Hall of Laureates was also the setting for historic milestone events, drawing world leaders and dignitaries to the building.

In February, the building welcomed Chinese Vice President Xi Jinping and the High-Level U.S.-China Agricultural Symposium, which brought a large Chinese delegation of entrepreneurs and agricultural leaders to Iowa. In February 2012, World Food Prize President Ambassador Kenneth Quinn, along with the Foundation staff, collaborated with State of Iowa staff to host a historic visit by then Chinese Vice President Xi Jinping (now President) and the inaugural High-Level U.S.-China Agricultural Symposium at the World Food Prize Hall of Laureates. The Chinese Vice President, who was accompanied by China's foreign minister, Yang Jiechi, and education minister, Yuan Guiren, was in Iowa at the invitation of Governor Terry Branstad.

Another high point of the day was Secretary of Agriculture Tom Vilsack and Chinese Minister of Agriculture Han Changfu signing the most significant ever bilateral agreement between the two countries for the promotion of agricultural trade. The U.S. Ambassador to China, Gary Locke, also took part in the event, which drew over 200 U.S. and Chinese senior business leaders.

The Hall of Laureates was also the setting for the signing of \$4.3 billion in contracts for Iowa soybean sales to China, which will have an enormous economic impact on Iowa.

The request for the Hall of Laureates to serve as the host site for this historic event came from both Governor Branstad and Secretary of Agriculture Tom Vilsack. It was only when Ambassador Quinn agreed to have the Hall of Laureates available that the US-China Agricultural Symposium was moved from Washington, D.C. to Des Moines.

A few months later, former president of Mexico Vicente Fox made a special visit to the Hall of Laureates for a private tour. In August, the World Food Prize honored Iowa Governor Terry Branstad and U.S. Secretary of Agriculture Tom Vilsack during the World Food Prize Hoover Wallace Dinner.

With its many historic elements, this Iowa landmark has become a sought out venue among brides and grooms and many weddings were held in the unique and beautiful rooms of the Hall of Laureates.

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In its role as a public museum and educational facility, the Hall of Laureates has been a place of learning and inspiration for all who visit. During its frequent community open houses, the building is open to the public free of charge at certain times during the month.

In October 2012, over 1,200 global scientists and scholars, agribusiness leaders and hunger fighters from 65 countries also experienced the Hall of Laureates during the week-long series of World Food Prize events. They, too, had a chance to witness first-hand the building's rich and diverse features. Notable visitors to the building included His Excellency Ban Ki-moon, Secretary-General of the United Nations, and Her Royal Highness Princess Haya Al Hussein, a UN Messenger of Peace.

Other events held at the building during the World Food Prize week included the Iowa Hunger Hike, which started and ended at the Hall of Laureates and welcomed hundred of community members to tour the building; and the presentation of the first-ever Norman E. Borlaug Award for Field Research and Application, Endowed by the Rockefeller Foundation.

Drawing such varied and diverse audiences from the Des Moines community and around the world, the Norman E. Borlaug Hall of Laureates is fast becoming the setting for milestone gatherings and special celebrations as well as the global epicenter of the struggle against hunger. In 2013, exciting interactive educational exhibits will open on the garden level of the building to intrigue and inform visitors of all ages. In the years to come, the World Food Prize looks forward to attracting an ever-increasing number of enthusiasts to the Hall of Laureates, inspiring citizens and students, experts and world leaders with its message that through hard work and collaboration of the kind memorialized within its walls, we can make Dr. Borlaug's dream of a peaceful world without hunger a reality.

It is our goal that the efforts inspired over the next 100 years by the Norman E. Borlaug Hall of Laureates will lead to its transformation into a global landmark celebrating humanity's final victory in the struggle against hunger.

## **PROVIDING EXTRAORDINARY EDUCATIONAL OPPORTUNITIES FOR IOWA HIGH SCHOOL STUDENTS**

**At the heart of Dr. Borlaug's mission and work was a dedication to inspiring the next generation of youth to tackle world hunger and related scientific, agricultural and policy challenges. The World Food Prize continues that endeavor through several educational programs for our youth, and Iowa students are offered tremendous opportunities through these unique experiences. The World Food Prize programs are at the forefront of STEM education, and our staff collaborates with other educational organizations in Iowa to ensure we all work together to support students in their academic endeavors.**

### **The World Food Prize Global Youth Institute**

In October 2012, as part of the World Food Prize week of events, our three-day **Global Youth Institute** brought 150 high school students and an equal number of teachers to participate in the Borlaug Dialogue, as well as to attend separate events designed specifically for these students.

Since its inception in 1994, **over 1,400 students and teachers from 275 high schools across Iowa** have taken part in the World Food Prize Global Youth Institute.

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In addition to hearing speakers address the issues associated with the future role of agriculture in global development, the Global Youth Institute participants also tour Iowa's cutting-edge industrial and research facilities; take part in a Hunger Banquet designed to highlight the disparities around the globe in access to food; and participate in a day-long program held at **Dupont Pioneer's Carver Center in Johnston**, during which they present their own research papers to a "faculty" made up of World Food Prize Laureates and other international experts.

With the generous support of Mr. Clay Mathile and a commitment from the **Mathile Institute**, the World Food Prize Foundation has initiated a **National Expansion** of these youth programs. With the establishment of qualifying state and regional Youth Institutes in Ohio in 2004; Texas, Nebraska, and Minnesota in 2007; Indiana and Illinois in 2008; New York, Virginia and Pennsylvania in 2009; Arkansas in 2010; and with additional at-large state participants; the reach and impact of these exceptional programs is growing rapidly. To date, **over 284 students from 37 states and territories have traveled to Iowa** to participate in the World Food Prize Global Youth Institute and become eligible for the Borlaug-Ruan International Internship and USDA Wallace Carver Internship programs.

In order to create a truly engaging international experience, the World Food Prize Foundation has endeavored to involve students from outside the United States in the Global Youth Institute by partnering with **Iowa Resource for International Service (IRIS)**, **Iowa Sister States, Foreign Language Exchange (FLEX) Program**, **The Kennedy-Lugar Youth Exchange and Study (YES) Program**, **The American Serbia and Montenegro Youth Leadership Exchange (A-SMYLE)**, **Monsanto** and the **Borlaug Institute for International Agriculture**. To date, **over 95 international students from 21 countries** (Afghanistan, Brazil, Bulgaria, Canada, France, Germany, India, Indonesia, Kosovo, Mexico, Montenegro, Netherlands, Nigeria, Peru, Russia, Serbia, South Korea, Tanzania, Turkmenistan, Ukraine and Venezuela) have participated in the youth programs.

Since 2001, in collaboration with Heartland Area Education Agency (AEA 11) in Johnston, the World Food Prize has provided teacher mentors attending the Global Youth Institute the opportunity to participate in a Professional Development session to earn advanced or relicensure credit. The 2012 Professional Development session presented teachers with an educational curriculum based on materials provided by the Worldwatch Institute and the Barilla Center for Food and Nutrition. The session was facilitated by Danielle Nierenberg, the Director of the Worldwatch Institute's "Nourishing the Planet Project" who helped teachers discuss and develop classroom curricula on the key areas of: Urban Agriculture; Youth in Agriculture; Climate Change; and Food Waste.

For the 11th consecutive year, the World Food Prize has initiated the "Dr. Norman Borlaug World Food Prize Day" Poster Distribution project, partnering with local artists and educators to design, produce and distribute a poster featuring artwork of Dr. Borlaug with educational resources and information on his life and work, the World Food Prize and its Global Youth Institute. Through the state's Area Education Agency network, the Borlaug Day Poster is distributed to all K-12 schools in the state to raise awareness of our state's heroic hunger fighter. A letter from Governor Branstad accompanied the 2012 posters, asking students and educators to pause and reflect on Dr. Borlaug's accomplishments on October 16 – Dr. Norman Borlaug World Food Prize Day in Iowa, as proclaimed by the Governor and State Legislature annually since 2002.

On two separate occasions, the World Food Prize has donated books on the life of Dr. Norman Borlaug to every high school in the state.

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## New Iowa Youth Institute

Based on the success of the Global Youth Institute and national expansion, the World Food Prize Foundation is endeavoring to expand its educational programs through the newly created World Food Prize **Iowa Youth Institute**, which aims to involve students from every Iowa high school within the next few years.

Thanks to the generous support of Paul and Claudia Schickler and the support of Governor Branstad, Lt. Governor Reynolds and Iowa State President Steven Leath, on April 30, 2012, 140 students named “Borlaug Scholars” and their teachers from 100 Iowa high schools gathered on the campus of Iowa State University in Ames for the inaugural day-long Iowa Youth Institute to explore and learn about the pressing global issues of poverty and hunger. The program strongly emphasizes the role of STEM (science technology, engineering and math) in addressing global hunger and related issues, and is designed to connect Iowa students to educational opportunities and pathways in STEM.

Specifically, administrators and teachers engage a large number of their students in the program by guiding them in writing a research paper about global hunger issues. Through their research, students study hunger issues in another country, focus on a specific factor that influences food security in that country, and propose scientific, technological and policy solutions to improve the situation. Each high school then selects a student to represent their school as a Borlaug Scholar at the Iowa Youth Institute.

Interaction with Iowa leaders in STEM introduces students to the vast opportunities for STEM careers in Iowa that are associated with issues in hunger and food security. The ultimate goal of this program is to provide every high school student in Iowa the opportunity to participate in the World Food Prize youth programs, raising their awareness about the immense number of educational and job opportunities that exist in Iowa to have an impactful career, on both the local and global levels.

Over 30 Iowa civic, business and political leaders (including Majority Leader Linda Upmeyer, Senator Matt McCoy, Senator Jerry Behn and Representative Dan Kelley) also took part in this inaugural Iowa Youth Institute, serving as contributors with the high school students and offering them real world perspectives.

All students who participate at the Iowa Youth Institute earn a \$500 scholarship to attend the College of Agriculture and Life Sciences at Iowa State University. Eighty Iowa students are selected to attend the Global Youth Institute held in conjunction with World Food Prize events in October.

## Borlaug-Ruan International Internship Program

As an extension of the Global Youth Institute, the World Food Prize **Borlaug-Ruan International Internship** program annually offers high school students the opportunity to work at **top research centers around the world** for eight weeks during their summer break. The Foundation stresses the uniqueness of this program from other “study abroad” internship programs in that the students participate in research projects with world-renowned researchers while getting a first-hand view of real and pressing food security issues and nutritional problems in poverty-stricken areas. The student becomes an integral part of the project, spending time in the lab as well as days or weeks at a time in the field conducting research and gathering data. The goal of the Borlaug-Ruan International Internship Program is to inspire youth to pursue careers in science, food, agricultural and natural resource disciplines.

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The Borlaug-Ruan International Internship Program was initiated in 1998 with two intern placements in Mexico and Kenya. At present, the Foundation is able to place over 20 interns abroad each summer. In the past 15 years, the World Food Prize has funded a total of **182 Borlaug-Ruan International Internships at 29 of the top agricultural research centers and institutions around the world** in Africa, Asia, Latin America and the Middle East, including: Bangladesh, Brazil, China, Costa Rica, Egypt, Ethiopia, India, Indonesia, Malaysia, Mexico, Kenya, Peru, Philippines, Taiwan, Tanzania, Thailand, Trinidad and Turkey.

Borlaug-Ruan interns are involved in global projects dedicated to reducing poverty and hunger in areas such as (but not restricted to): fisheries and aquaculture studies; biotechnology; micro-credit and the women's self-help concept; the influence of education on household food security in rural areas; and the calculation of Vitamin C concentration in numerous potato varieties. The international projects completed by the Borlaug-Ruan Interns are frequently judged by their supervising research faculty and the World Food Prize Laureates to be of significant quality and equal to the work of many of their college and graduate student interns.

Each fall, the top Borlaug-Ruan Interns are selected (from the previous summer) for excellence in completing their assignments and are awarded the **John Chrystal and Elaine Szymoniak Intern Awards** at the World Food Prize Laureate Award Ceremony at the Iowa State Capitol. In 2012, the recipients were Anthony Wenndt of Keystone, Iowa, who worked at the *icipe*-African Insect Science for Food and Health in Mbita, Kenya, and Pavane Gorrepati of Davenport, Iowa, who worked at the China National Hybrid Rice Research and Development Center in Changsha. Complete intern reports are available on the Foundation's website – [www.worldfoodprize.org/youth](http://www.worldfoodprize.org/youth).

Borlaug-Ruan Interns have received a number of special awards, such as the eight who became finalists in the **National Intel Science Talent Search**, America's oldest and most prestigious science research competition for high school seniors. Many interns have been accepted to leading colleges and universities in the United States., including **Iowa State University, the University of Iowa, University of Northern Iowa, Drake University, Grinnell College, Cornell University, George Washington University, Harvard College, Northwestern University, Princeton University, Smith College, the University of Minnesota, the University of Pennsylvania, Vanderbilt University, and Yale University.**

One former intern was awarded a Rotary Ambassadorial Scholarship as an undergraduate when the award is usually given to graduate students and she is currently serving her period as Rotary Ambassadorial Scholar in India for the 2012-13 academic year. One alumnus studying Agronomy at Iowa State University was the first at his school to be named both a Goldwater Scholar and Udall Scholar. In 2009, three Borlaug-Ruan Interns graduated from Harvard University: All have been admitted to medical school. One was also the 2009 Miss Iowa. Another Borlaug-Ruan alumna received her Ph.D. in Civil and Environmental Engineering from Cornell in 2010. In 2011 one Borlaug-Ruan alumnus received his Ph.D. in Animal Science at Iowa State University and is currently a professor at the University of Nebraska-Lincoln.

This year an intern alumna recently accepted a two year appointment (2012-2014) as an Epidemic Intelligence Service Officer with the Centers for Disease Control and Prevention (CDC), and is stationed at the Montana State Health Department and also acting as Montana's State Public Health Veterinarian. Another former intern completed his MSc degree in Public Health at the London School of Hygiene and Tropical Medicine and will soon begin a Ph.D. program in Agronomy at the University of Nebraska-Lincoln. Several others have also begun their graduate studies. Additional alumni are working for respected international non-profit organizations and NGOs in the areas of agricultural development and humanitarian relief. And we are so pleased to announce that, for the first time since the program's

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inception, an intern alumna was hired in a full-time position as an Agronomist at the International Maize and Wheat Improvement Center (CIMMYT) in El Batán, Mexico, where Dr. Borlaug lived and researched for many years.

The World Food Prize Foundation's staff maintains a close mentorship role with many of the youth who have completed the World Food Prize youth programs, as these students continue their undergraduate and graduate studies in disciplines that include (but are not limited to): agronomy, environmental engineering, anthropology, animal science and veterinary medicine, neurobiology, international economics, international development, human nutrition, medicine, law, sociology, international agriculture, foreign languages (Hindi, Arabic, Chinese, Spanish, French), political science and women's studies. The majority of these young alumni report that the World Food Prize Global Youth Institute and Borlaug-Ruan International Internship Program provided **the formative experience that inspired them to pursue their chosen academic and career paths.**

Since 2000, the World Food Prize has significantly increased program participation, quality and operational execution, resulting in an enhanced visibility for the programs with increased community awareness and financial support. For the past seven years **John Deere, Monsanto, Dupont Pioneer and Principal Financial Foundation** have each sponsored one to two internships. When proximity allows, these companies arrange for their country-specific representatives to meet with and give operational tours to our interns working in their country locations. In addition, some of the sponsoring companies provide a network of support for the interns once home, to explore prospective future internships and employment with these companies.

Before he died, Dr. Borlaug told Ambassador Quinn that he was **"convinced that our international internship program is contributing importantly to spawning the agricultural leaders of the decades 2040-2050."** The World Food Prize Foundation is dedicated to fostering the next generation of individuals who will combat hunger and malnutrition in the manner of Dr. Borlaug and the World Food Prize Laureates. Our goal is to have our Global Youth Institute and Borlaug-Ruan Internship Program be seen as the "crown jewel of the Iowa high school experience."

## **USDA and World Food Prize Partnership: The Wallace-Carver Internship Program**

To build upon the World Food Prize youth programs, U.S. Secretary of Agriculture Tom Vilsack announced in October 2011 the creation of **a major new partnership between USDA and the World Food Prize Global Youth Institute.** All alumni of the World Food Prize youth programs are eligible to become USDA Wallace-Carver Interns. If selected, they will take part in a special week-long high-level program in Washington D.C. hosted by the Secretary of Agriculture, followed by a paid 8 to 12 week summer internship stationed at USDA research centers and offices across the country, where they analyze agricultural and economic policy; assist in the management of food, nutrition and rural development programs; and take part in groundbreaking field and laboratory-based research.

Secretary Vilsack also committed USDA to working closely with the **Land Grant Colleges and Universities, FFA and 4-H** to build the World Food Prize Global Youth Institute selection process in order to draw hundreds of students in every state to the campus of a Land Grant institutions for a competitive process to select the very best students nationally as delegates to attend the World Food Prize in Des Moines each year.

In addition to the creation of educational and career opportunities for Iowa students, Iowa State University and Iowa-based research institutions will gain **several thousand hours of additional support** on advanced scientific research, at an **annual value of \$50,000** to these institutions.

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With the continued assistance of the Iowa Legislature and other sponsors, this program will continue to make an impact on Iowa high school youth as they set out on what we hope will be the road to becoming effective change agents in their own communities, better global citizens and future leaders.

## **HOLDING EVENTS WITH STATEWIDE OUTREACH: MAKING IOWA “THE HUNGER-FIGHTING CAPITAL OF AMERICA” WITH EVENTS IMPACTING IOWA COMMUNITIES**

Another key World Food Prize goal is to have Iowa be recognized as the “Hunger Fighting Capital of America.” In addition, the World Food Prize strives to bring people together around hunger issues and facilitate discussions about our communities’ needs, both through the Iowa Hunger Summit and through our Laureate Lecture Series each October. In addition, the World Food Prize this year began a directory of hunger-fighting organizations to assist all those organizing their efforts in the local fight to end hunger. **The Iowa Hunger Summit**

The World Food Prize created **the Iowa Hunger Summit** in 2007 to bring together people from around the state from civic, social, religious and other organizations that are working to counter hunger at home and abroad. **The Iowa Hunger Summit is free and open to the public**, and includes a “**Hunger Luncheon**,” which features meals provided by Iowa-based organizations that work to support hungry or food-insecure families in Iowa communities or overseas.

The 2012 Iowa Hunger Summit was a tremendous success, with a record attendance of over 600 participants from across Iowa and around the world engaged in a day of panels, keynote speeches, and activities. Given the complex nature of hunger and an increase in the number of hungry Iowans, the focus of the 2012 Iowa Hunger Summit was on coalitions and collaborations to fight hunger, with a special emphasis on the burgeoning issue of senior hunger in Iowa.

Leading government officials also participated, including: **Governor Terry Branstad; Representative Leonard Boswell; Lt. Governor Kim Reynolds; former Governor Robert Ray; Majority Leader Linda Upmeyer; Senators Matt McCoy, Jack Hatch and Nancy Boettger; Representative Chuck Isenhardt; Secretary of Agriculture Bill Northey and Debi Durham, Director of the Iowa Economic Development Authority.**

The special dialogue about these issues also attracted Iowa business and industry leaders to the 2012 Iowa Hunger Summit, including: **John Ruan III of Ruan Transportation; Suku Radia of Bankers Trust; Craig Hill of the Iowa Farm Bureau Federation; Rose Mitchell of Hy-Vee; Jay Byers and Gene Meyer of the Greater Des Moines Partnership; Ken Allen of Bridgestone; and Craig Floss of the Iowa Corn Growers Association.**

The 2012 Hunger Summit featured over 20 speakers and leaders in the fight against hunger from Iowa, the United States and around the world:

- **Howard G. Buffett**, farmer, philanthropist and President of the **Howard G. Buffett Foundation** was the keynote speaker of the 2012 Iowa Hunger Summit. Mr. Buffett’s stirring address, “Faces of Hunger” described his personal experiences working with hungry people around the world, and through the example of his “Invest an Acre” initiative emphasized and celebrated the role the American farmer plays in the struggle to provide food for all people – both abroad and in our own communities here at home. His remarks were a call to action and highlighted the critical importance the state and people of Iowa have in feeding the world.

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- The morning keynote: “Senior Hunger in America: An Analysis & Call to Action” was delivered by **Jo Ann Jenkins**, President of the **AARP Foundation**. Ms. Jenkins introduced the burgeoning issue of senior hunger in the United States and suggested mechanisms through which communities can come together to tackle senior hunger as part of a broader push to end hunger in Iowa.
- **Des Moines University** and the **Heartland Global Health Consortium** organized a session entitled “Partnerships for Healthy Ecosystems,” focusing on the role of partnerships in delivering successful outcomes in ecology, agriculture, and health.
- **The United States Agency for International Development (USAID)** presented their “Open Data Showcase” which featured a panel of social entrepreneurs developing innovative ways of harnessing government data to alleviate hunger overseas, providing examples to connect Iowans to such efforts.
- The **Iowa Food Access and Health Working Group**, **Iowa Soybean Association**, and **Iowa Food Bank Association** were all represented in a discussion focused on coalition-building to fight hunger in Iowa. This was followed by a conversation involving successful hunger-fighting coalitions from **Hunger-Free Minnesota**, **IndyHunger** and the **ONE Campaign**.

The Iowa Hunger Summit has grown exponentially over the years to become a significant asset to the state’s hunger-fighting organizations, bringing together both outside experts from across the country, and Iowa leaders who use the annual event to connect with one another and with guests:

- With the leadership of honorary co-chairs of then former **Governors Robert Ray**, **Terry Branstad** and **Tom Vilsack**, nearly 400 people attended the inaugural Iowa Hunger Summit in 2007. The **Rev. David Beckmann**, a Lutheran minister and president of **Bread for the World** (as well as the 2010 World Food Prize Laureate), gave the keynote address. The event also attracted participants from around the country as well as across Iowa.
- In 2008, the Iowa Hunger Summit occurred on the Jewish holiday of Sukkoth, a traditional harvest celebration. **Eric Shockman**, the President of **Mazon – the Jewish Response to Hunger**, gave the keynote address to over 400 participants.
- The event attracted more than 500 attendees from across Iowa and the United States in 2009. That year, **First Lady Mari Culver** delivered featured remarks in honor of Dr. Borlaug, and **Bishop Richard Pates** spoke of the 30<sup>th</sup> anniversary of the visit of Pope John Paul II to Iowa. **Vicki Escarra**, the CEO of **Feeding America**, delivered the keynote address.
- In 2010, attendance once again topped 500 guests from around Iowa and the Midwest, with keynote remarks from three-time **Nobel Peace Prize nominee Ambassador Tony Hall**. That year, **FBL Financial Group, Inc.** and **Iowa Farm Bureau** announced a five-year sponsorship of the Iowa Hunger Summit, beginning in 2011, ensuring that the Iowa Hunger Summit will continue to provide a forum for Iowa citizens to focus on the challenges of hunger at home and abroad.
- **The 2011 Iowa Hunger Summit again welcomed over 500 people**. Given the growth of both food insecurity and obesity in Iowa, the 2011 Hunger Summit had a special focus on nutrition with an emphasis on the development of a food system where fresh, healthy food is the most accessible choice for all Iowans,

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particularly for children and low-income adults. The special attention to nutrition attracted several notable attendees, including **Ric Jurgens** of **Hy-Vee** and **John Forsyth** of **Wellmark Blue Cross Blue Shield**, who along with **Governor Branstad**, brought attention to their efforts to make Iowa the healthiest state in the nation. Deputy Undersecretary of the **USDA**, **Dr. Janey Thornton**, a leading voice for nutrition in America, moderated the event and brought increased attention to these issues.

One of the goals of the Iowa Hunger Summit is to encourage participants to consider multiple perspectives and opinions. The event has provided the opportunity to share the perspectives of the following organizations over the past six years:

- The **734<sup>th</sup> Agribusiness Development Team** (Iowa National Guard) led a session highlighting the team's work to improve food production and fight hunger in Afghanistan, emphasizing the role of global food security in America's own national security.
- The **Iowa Food Access and Health Working Group** organized a panel highlighting organizations in Iowa that are implementing innovative programs that put fresh, local, healthy food on the plates of low-income Iowans who are most at risk of both being food insecure and obese.
- The **Global Food Banking Network** and **30 Project** spoke on world hunger and its relationship to rising global obesity rates and addressed solutions, particularly how global food banking can alleviate world hunger through its feeding programs (by offering fresher, more nutritious food items).
- **Hormel Foods Corporation** told the story of how SPAMMY, an innovative bio-fortified canned meat product, is combating malnutrition in Guatemala and discussed the unique role of the private sector in fighting hunger in the world.

The following organizations have made presentations at the Iowa Hunger Summit over the past six years.

- **Iowa State University Extension** organized sessions highlighting food security among Latino immigrant families in Iowa, the rising cost of food, how food-assistance programs impact Iowans in need, and – with the **Leopold Center for Sustainable Agriculture** – a session on how renewed interest in Iowa's food systems can promote nutrition and food security for hungry families and children in our communities.
- **Elanco** and **Heifer International** hosted a discussion of the role of livestock and animal-sourced foods in improving nutrition and fighting hunger and poverty globally.
- One session featured the work of **3M** and **Outreach Africa** to develop water-filtration systems and increase access to clean water in developing countries.
- The **Heartland Global Health Consortium** organized a session on the specific health and food challenges faced by thousands of older Iowans and a significant part of the aging population around the world, and a session on the connection between infant and child nutrition, brain development, and education in global health and development.

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- **The Iowa Department of Human Services** led a session with the **Department of Public Health** and the **Department of Education** on state efforts to counteract child hunger and its effects.
- **The Des Moines Area Religious Council** and its partner organizations highlighted interfaith efforts to promote food security in Des Moines and other Iowa communities.
- **The Community Food Security Coalition** convened a session on urban food security and agriculture, highlighting the leadership of various Iowa communities in this regard.
- **The Harvest Initiative** brought together experts from Iowa and the Midwest to present Native American perspectives on agriculture, nutrition and health.
- **The Alliance to End Hunger** sponsored bipartisan discussions with **former deputy Secretary of Agriculture Jim Moseley** and **Congressman Jim McGovern** of Massachusetts, as well as other national leaders, on federal policies to improve access to food domestically and globally (in 2008, it was at this event that President Obama's pledge to end childhood hunger in the United States by 2015 was announced; in 2009, USDA leaders from Washington and Denver hosted a listening session to gain feedback from Hunger Summit attendees on how that goal can be reached in Iowa and how Iowa's experience can support similar efforts in other states).
- **Kids Against Hunger, Outreach Africa, Project Elijah Foundation, and Meals from the Heartland** coordinated a session that discussed how their organizations have partnered and innovated unique projects that link Iowa communities with hungry people in Argentina, Haiti and Tanzania, as well as other areas in the United States.
- **Doctors Without Borders** brought medical professionals who addressed child malnutrition as a major global health concern.
- **The Humpty Dumpty Institute** brought a delegation of **United Nations ambassadors** from New York to speak about food insecurity in their countries.
- **The Friends of the World Food Programme** hosted a briefing on UN-led efforts to provide food relief and improve food security globally.
- **The United Nations Foundation** hosted a dialogue on global hunger's connection to issues of international security and cooperation.

## Iowa Hunger Directory

Based on the outstanding success and growth of the Iowa Hunger Summit, the World Food Prize announced a new initiative in 2012 – **The Iowa Hunger Directory** – to extend the valuable programming of the Iowa Hunger Summit throughout the year and into every county in Iowa. By providing a year-round, statewide platform for learning and networking, the Iowa Hunger Directory will inspire increased efforts and collaboration among Iowa's hunger fighters, ultimately reducing hunger in the state.

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World Food Prize President Ambassador Kenneth Quinn announced the creation of the Iowa Hunger Directory at the 2012 Iowa Hunger Summit. By serving as a central repository of information and facilitating learning and networking throughout the year, the Iowa Hunger Directory will build off of the strengths of the Iowa Hunger Summit to celebrate, encourage, and expand Iowan's efforts to fight hunger at home and around the world.

## **George Washington Carver Internships**

In 2012, the World Food Prize welcomed 15 students from Iowa colleges and universities as interns to collaborate with Foundation staff to work on various aspects of planning and implementation of the Foundation's programs. These students form close relationships with staff mentors and acquire valuable skills to help them develop and work toward their career goals.

## **Laureate Lecture Series and Events Across Iowa**

The World Food Prize reaches out to Iowans through its statewide Laureate Lecture Series and other special events. Over the past 11 years, the Foundation has partnered with colleges, universities, high schools, middle schools, elementary schools, businesses and professional and community organizations to arrange formal lectures—most are open to the general public free of charge—by distinguished World Food Prize Laureates, members of the Council of Advisors and other international experts and leaders attending the World Food Prize annual events.

The goal of the Laureate Lecture Series is to enhance the Borlaug Dialogue and extend its discussions and activities concerning vital food security issues to communities across the state. The World Food Prize's collaboration with Iowa's educational institutions also increases and builds public awareness of those issues related to agriculture, agribusiness, food, nutrition and health, and further helps to support cultural and educational opportunities within the state. The cornerstone of this program is the prestigious **Iowa State University Norman Borlaug Lecture** in Ames. Established by the President of the university in conjunction with the World Food Prize in 2001, this premier event honors Dr. Norman Borlaug, and has become the highlight of ISU's academic year.

The 2012 Borlaug Lecture, "Soil, Water, Energy, and Ecosystems in a Changing Climate," was presented by Dr. Daniel Hillel, the 2012 Laureate, and drew a crowd of more than 450 people from the ISU community and around central Iowa.

In addition to the Borlaug Lecture, 11 other Laureate Lecture events took place in October of 2012 at: William Penn University; Des Moines University; Simpson College; Science Center of Iowa; Grinnell College; Des Moines Regional Chamber of Commerce Breakfast; Drake University; CFA Society Luncheon; and three separate lectures to departments and programs within the ISU College of Agriculture and Life Sciences.

In 2012, as has been the case for the past 10 years, the World Food Prize also partnered with the International Culinary Institute (ICI) of Des Moines Area Community College (DMADD) to hold a Laureates' Dinner. This event gives the young chefs-in-training at ICI an opportunity for significant international exposure.

Over the past decade, **over 140 Laureate Lectures and other outreach events have been organized across the state** at the American Institute of Business in Des Moines, Buena Vista College, Central College, Des Moines Central Academy, Des Moines Area Community College, Des Moines University, Drake University, Graceland College, Grand View University, Grinnell College, Indian Hills Community College, Iowa Council of Social Studies, the Iowa State

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Historical Building, Iowa State University, Kemin Industries Worldwide Scientific Meeting, Loras College, Luther College, Morningside College, Northern Iowa University, Pioneer Hi-Bred, Simpson College, St. Augustin Middle School, University of Dubuque, the University of Iowa, Waldorf College, Wartburg College, and William Penn University.

In conjunction with the Laureate Lecture Series, the World Food Prize has sought to include an additional free, open-to-the-public event in Des Moines during World Food Prize Week to provide an opportunity for community members to hear, meet and connect with the current year's World Food Prize Laureate(s).

In 2008, this “**Laureates Forum**” featured **Senators Bob Dole and George McGovern** reflecting on their public careers and their engagement in issues of hunger, child nutrition and educational opportunities (especially for girls). The 2010 Laureates **David Beckmann** and **Jo Luck** participated in a public forum conversation moderated by noted author/journalist Roger Thurow on the importance of grassroots engagement in fighting hunger and improving agriculture and offered inspiring stories from their work in the United States and around the world. In 2011, the Laureates—former President of Brazil, **Luiz Inácio Lula da Silva**, and former President of Ghana, **John A. Kufuor**—each gave separate presentations as part of the Borlaug Dialogue and several community members attended President Kufuor's luncheon speech. This year, multiple community events were held by groups such as the Jewish Federation of Des Moines to honor Israeli scientist and the 2012 Laureate, **Dr. Daniel Hillel**.

In addition, the World Food Prize has regularly collaborated with partner institutions around Iowa to organize and support activities that increase and build public awareness of issues related to agriculture, agribusiness, food, nutrition and health, and that further support cultural and educational opportunities within the state.

- A month-long campaign was created in partnership with the **Iowa Department of Public Health** to bring attention to issues of good nutrition, especially in young children, as a way to ward off obesity. Then-Department Director Mary Mincer Hansen said the collaboration with the World Food Prize was “one of the best partnerships I have experienced during my time in office.”

In conjunction with this campaign, the World Food Prize brought doctors and medical specialists from **Harvard Medical School**, the **Centers for Disease Control** and the **Mayo Clinic** to Iowa for special presentations, including to high school students around the state.

- The World Food Prize President regularly participates in the **Des Moines Hunger Hike** opening ceremony, which is held on the Sunday before the World Food Prize events, and the Foundation encourages **Crop Walks** held around the state throughout the year.
- The World Food Prize collaborated with the **National River Museum** and **Loras College** in Dubuque to bring an element of the World Food Prize to eastern Iowa, as part of a Mississippi River Harvest Festival in 2006.
- In **West Branch**, the World Food Prize worked closely with the leadership of the **Hoover Presidential Library** to hold a conference on “Four Who Fed the World,” celebrating the historic work of Herbert Hoover, Henry Wallace, George Washington Carver and Norman Borlaug, and to distribute this information to World Food Prize attendees each year.

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- **The U.S. Cellular World Food Festival**, in Des Moines' East Village, was established in 2005 with strong encouragement by the World Food Prize by the Downtown Events Group as a community event to celebrate the themes of the World Food Prize, including international food and culture. In 2012, the World Food Prize sponsored a booth to bring further awareness about its Hunger Summit and youth education programs.
- The historic **Hotel Pattee in Perry** hosted a two-hour lecture by Dr. Norman Borlaug for over 200 attendees in 2006 in conjunction with the World Food Prize.
- Based on a proposal by the President of the World Food Prize Foundation, **The Des Moines Marathon** has been scheduled to take place during the week of the World Food Prize events, which gives the World Food Prize events a special health and nutrition emphasis and brings greater attention to the race.
- In conjunction with **Humanities Iowa**, the World Food Prize sent one of its Laureates from India, Dr. M.S. Swaminathan, to be the keynote speaker at the **2007 Covered Bridge Festival in Winterset**. Dr. Swaminathan also spoke at **Simpson College**. His appearance was linked to the special assistance provided by Iowa hero George Washington Carver to Mahatma Gandhi during the quest for independence in India.
- In 2000, the World Food Prize partnered with the **Des Moines Public Library** to host a special **Smithsonian Exhibit** – "Listening to the Prairie."
- The World Food Prize president worked closely with the Garst Family from **Coon Rapids** to support and participate in the 50<sup>th</sup> anniversary of the Khrushchev visit to the Roswell Garst Farm in 1959.
- The World Food Prize provided support to the **Norman Borlaug Heritage Foundation** in **Cresco** for a project to preserve Dr. Borlaug's boyhood farm and schoolhouse. As part of this endeavor, it funded work by Douglas Eckheart, an artist from **Decorah**, who taught at the site.
- In 2001, the World Food Prize partnered with **4-H** to establish a special award in honor of the 100<sup>th</sup> anniversary of 4-H (and its founder Jessie Field Shambaugh of Clarinda) and of the Nobel Prize (and Iowa recipient Dr. Norman E. Borlaug). This award was presented to every 4-H winner at the **Iowa State Fair**. All the students were then hosted at the 2001 World Food Prize ceremony.
- The World Food Prize partnered with the **U.S. Grains Council** and the **Iowa Corn Growers Association** to arrange and host a farm field demonstration event in **Jasper County** and a tour of the local Cooperative in **Prairie City** for a group of 35 international biotechnology policy experts. Also attending this event in 2002 were several World Food Prize Laureates and Council of Advisors' members.
- In 2010, the World Food Prize brought the Ministers of Agriculture of both Afghanistan and Pakistan to its Borlaug Dialogue and Laureate Award Ceremony. They also participated in an outreach activity led by U.S. Secretary of Agriculture Tom Vilsack that included a visit with a farm family near **Colo** and a roundtable discussion at the farm with the President of **Iowa State University**, Greg Geoffroy, along with staff members of **ISU Extension**.

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- A group of 40 international farmers attending the World Food Prize in 2010 participated in a farm field day organized by **Oxfam International** at a farm near **Marshalltown**, and also visited **Marshalltown Community College**.

## CELEBRATING OUR STATE AND PRESERVING IOWA'S HERITAGE

In order to make the World Food Prize better known across America and around the globe, and to bring increased attention to Iowa, the World Food Prize Foundation has organized and participated in numerous events over the past 12 years, including events in Washington D.C. and around the globe, and the Hoover-Wallace Award given here at home to recognize local heroes.

- **World Food Prize Laureate Announcement Ceremony:** Each spring, the World Food Prize holds an event outside Iowa to announce the name of the individual who is to receive the \$250,000 World Food Prize the following October. For the past seven years, this event has taken place in the formal Diplomatic Reception Rooms of the **U.S. State Department** in Washington, D.C., with the U.S. Secretary of State and other senior officials from the U.S. government and international organizations taking part. The first such ceremony occurred in 2004 with **Secretary of State Colin Powell** presiding.

Approximately 450 people attended the Laureate Announcement Ceremony in 2012 at the State Department hosted by **Secretary of State Hillary Clinton**. **Secretary Clinton** spoke at the event, applauding the World Food Prize for honoring Dr. Daniel Hillel, a water scientist from Israel. When possible, this event has been timed to coincide with the Greater Des Moines Partnership's annual trip to Washington, D.C., allowing Iowa business leaders to interact with international and diplomatic guests.

- **Official Announcement of the inaugural Norman Borlaug Award for Field Research and Application, Endowed by the Rockefeller Foundation:** The first recipient of this new Award established by the World Food Prize – **Dr. Aditi Mukherji** – was announced on August 27, 2012, during **World Water Week in Stockholm, Sweden**, by Dr. Colin Chartres, the Director General of International Water Management Institute. Given that Dr. Mukherji was selected to receive the Borlaug Field Award based on her work in the area of water use policy for farmers in India, the World Food Prize was pleased to be able to coordinate with the organizers of World Water Week to feature the announcement of her selection during this prominent Water Week event.
- **Congressional Gold Medal Ceremony at the U.S. Capitol:** One of the proudest moments for the World Food Prize came in July 2007 when Dr. Norman Borlaug received the Congressional Gold Medal – America's highest civilian honor. The President of the World Food Prize worked closely with the Iowa Congressional Delegation for several years to make this event possible. President George W. Bush, joined by the bipartisan leadership of the Congress, presented the award to Dr. Borlaug before an audience of over 500 distinguished guests. Dr. Borlaug became one of only three Americans to have won the Nobel Peace Prize, the Presidential Medal of Freedom and the Congressional Gold Medal. The only other American who hold all of these honors are Martin Luther King, Jr. and Holocaust survivor Elie Wiesel.

The World Food Prize hosted a reception in honor of Dr. Borlaug in Statuary Hall at the U.S. Capitol following the Congressional Gold Medal Ceremony. The event featured Governor Chet Culver and the entire bipartisan Iowa Congressional Delegation.

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At home in Iowa, the World Food Prize implements additional programs and projects also aimed at preserving Iowa's strong legacy, such as **Hoover-Wallace Dinner**.

For several years, in conjunction with **Rotary Clubs** around the state and the **Greater Des Moines Partnership**, the World Food Prize has hosted a dinner each spring honoring Iowa's humanitarian heroes and celebrating Iowa's humanitarian heritage. The Hoover-Wallace Dinner recalls the amazing leadership role that these Iowa natives played in feeding hundreds of millions of people around the world. All proceeds from the dinners supported the Borlaug-Ruan International Internship program and also served as a ceremony to introduce the newest group of high school students from Iowa who will travel to Asia, Africa and Latin America as World Food Prize sponsored Borlaug-Ruan Interns to continue the legacy of Dr. Borlaug's humanitarian work

All of Iowa's federal and statewide elected officials, including the bipartisan leadership of the Legislature, serve as honorary sponsors of this event. Dr. Norman Borlaug's 90th birthday was the focus of the **inaugural Hoover-Wallace Dinner** held in **Cedar Rapids** in 2004 in close coordination with the rotary clubs of Iowa City and Cedar Rapids. Since its inception, the Hoover-Wallace Dinner has been held in locations around the state and has honored an array of Iowans.

- In 2012, **Iowa Gov. Terry Branstad** and **U.S. Secretary of Agriculture Tom Vilsack** were honored for their role in the visit of Chinese Vice President Xi Jinping's visit to Iowa, for their work in promoting economic development and for supporting youth programs. They were honored during a dinner at the World Food Prize Hall of Laureates in **Des Moines**.
- In 2009, over 500 people came together in **Des Moines** to jointly honor **Senators Charles Grassley and Tom Harkin** for all they have done together for Iowa. It was the first time ever that these two political leaders have ever been recognized at the same time on the same stage.
- Former **Senator John Culver**, former **Representative Jim Leach** and **Dr. Ignacio Ponseti** were honored in 2008 in **Coralville**.
- **George Washington Carver**, and the Iowa institutions that extended to him opportunities to receive an education, were highlighted in 2007 in **West Des Moines**. That event took place on April 14, Emancipation Day, which celebrates the first freeing of slaves in 1863 in the District of Columbia, and was preceded by a special ceremony in the Iowa House of Representatives. The World Food Prize takes great pride in having its event be one of the most significant observances of Emancipation Day anywhere in America.
- **John Deere**, the man and the company, were the focus of the 2006 dinner in **Cedar Falls**.
- Former **Vice President Walter Mondale** and former **Governor Robert Ray** were honored for their work on behalf of refugees from Southeast Asia at a ceremony in 2005 in **Des Moines**.

## SUPPORTING THE ARTS IN IOWA TO INSPIRE THE STRUGGLE AGAINST HUNGER

The World Food Prize is dedicated to using artwork and storytelling in its partnerships and programs, and at the new World Food Prize Hall of Laureates, to preserve our unique agricultural and humanitarian heritage.

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The World Food Prize takes pride in integrating the arts into its annual programs and holding events in some of Iowa's most attractive facilities. Ambassador Kenneth Quinn believes that there is a significant role for music, poetry, painting, architecture and literature in inspiring breakthrough achievements in the struggle against hunger.

The World Food Prize has made it a priority to bring to life Iowa's rich **agricultural and humanitarian heritage** through **artwork and storytelling** elements in the **World Food Prize Hall of Laureates**. To all who visit, the abundant artwork and many storytelling features collectively convey the achievements of Dr. Norman Borlaug as well as America and Iowa's humanitarian and agricultural heroes who have fed the world. Included are: Herbert Hoover, Henry A. Wallace, George Washington Carver and Jessie Field Shambaugh, the "Mother of 4-H." Iowa's legacy of feeding the world is preserved to inspire future generations of scientists and hunger advocates and to convey to all who visit Iowa's amazing history and rich legacy.

**The World Food Prize Laureate Award Ceremony** at the Iowa State Capitol each year is an opportunity to **bring internationally renowned musicians and performers to Iowa and to showcase Iowa artists before an international audience**, through the live coverage of the ceremony over IPTV and webcast. This year, we were pleased to present the world-renowned Israeli singer Noa, and the Bryant Park String Quartet from New York City. Included among the featured artists who have taken part in this ceremony in the past are: Ray Charles; John Denver; the Tokyo String Quartet; Iowa opera legend Simon Estes; Iowa musical prodigy Hanna Wolle; Miss Iowa 2009 (and former Borlaug-Ruan Intern) Anne Michael Langguth; Iowa singer-songwriter Carol Montag; Monica Yunus from the Metropolitan Opera in New York; rising Broadway actress Eleasha Gamble; the renowned Philander Smith College Gospel Choir from Little Rock, Arkansas; Russian opera prodigy Alex Prior; Ethiopian pop star Chachi Tadesse; Madou Dembele and Euphrasie Johoun from West Africa; the Kathak Gunjan Dance Troupe from India; and our own Iowa Youth Chorus.

In addition, the World Food Prize has held four free public concerts in conjunction with the World Food Prize. This year, we presented a free concert by the Bryant Park String Quartet at the Des Moines Art Center. Last year, the World Food Prize presented a free public concert by the Tokyo String Quartet in cooperation with the Des Moines Symphony and BRAVO Greater Des Moines. In 2001 and 2002, the World Food Prize hosted concerts for over 2,500 persons featuring the entire Des Moines Symphony Orchestra. The 2002 concert at the C.Y. Stephens Auditorium in Ames included a performance by the legendary singer Ray Charles. The latter two concerts featured performances of movements from "Symphony to the Prairie Farm," an original musical composition by Emmy-Award winning composer Steve Heitzeg, commissioned by the World Food Prize in honor of Dr. Norman Borlaug.

Apart from the \$3 million of art in the Hall of Laureates (outlined earlier in this report), over the past decade the Foundation has commissioned an original symphony in honor of Dr. Borlaug of approximately 15 original paintings, a suite of poems and the composition of an original choral piece, all from Iowa artists. Other partnerships and work with artists include the following projects:

- In 2012, the World Food Prize hosted the **Bryant Park String Quartet** from New York City, and sponsored a free public concert at the **Des Moines Art Center** by this talented group. The Quartet also gave free master classes to young, aspiring Iowan musicians, all paid for by the World Food Prize.
- In 2011, The World Food Prize, through its partnership with the Sasakawa Foundation and Nippon Foundation in Japan, brought the world renowned **Tokyo String Quartet** to Iowa and offered a free, public at

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the **Temple for Performing Arts**, attended by an overflow crowd of several hundred Iowans. The Tokyo String Quartet also gave free classes to Iowa music students.

- In 2001, the World Food Prize commissioned the writing of a Symphony in honor of Dr. Borlaug, the premier of which was performed by the Des Moines Symphony Orchestra. **Over 2,500 people attended without charge** at the **Des Moines Civic Center**.
- In 2002, the World Food Prize held a second **free concert for over 2,500 guests** at **CY Stevens Auditorium** in Ames, featuring the Des Moines Symphony Orchestra and **Ray Charles** singing “America the Beautiful.”
- In 2007, the World Food Prize was pleased to commission the original choral piece entitled, “The Laureates Call,” by an Iowa composer. It was performed at the World Food Prize Laureate Ceremony at the **Iowa State Capitol**, and was subsequently made available to all Iowa high school choirs and musical groups at no cost to those schools.
- The World Food Prize has also **presented to every high school in Iowa** a copy of Dr. Borlaug’s biography entitled, “The Man Who Fed the World,” by Leon Hesser.
- As part of the 2005 World Food Prize (which was presented to a native of India), the World Food Prize sponsored several showings of an IMAX film about India at the **Science Center of Iowa**, which drew several thousand people to view it over a several week period, including hundreds of Iowans of Indian heritage from across the state.
- In 2010, the Laureate Award Ceremony included a performance of “**The Iowa Waltz**,” written by noted Iowa City songwriter Greg Brown and performed by Iowa singer-songwriter Carol Montag, which was viewed live and was also broadcast statewide and internationally through the first-ever webcast of this event.
- The World Food Prize has held receptions, dinners and public programs at Iowa attractions, including: the **Des Moines Art Center**, the **Des Moines Public Library**, the **Salisbury House**, the **Temple for Performing Arts** and **Living History Farms**.
- The World Food Prize has held several events at the **Iowa Historical Museum** and separately provided financial support to the museum for a traveling exhibit about the life of George Washington Carver. The World Food Prize was also a sponsor of the 25<sup>th</sup> Anniversary Gala at the Museum sponsored by the Iowa Department of Cultural Affairs.
- The World Food Prize in 2004 sponsored a month-long exhibit entitled “A Bountiful Harvest” at **Capital Square** in Des Moines by the renowned photographic artist Chee Wang Ng of Malaysia.
- The World Food Prize provided financial support to the creation of the **Iowa Public Television documentary on Henry A. Wallace**. It also made a financial contribution to facilitate the production of “**Out of Iowa: Borlaug and the Green Revolution**,” an IPTV original program shown each year as part of World Food Prize Week.

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- The World Food Prize played a leadership role in supporting the design and establishment of the **Robert D. Ray Asian Garden**, honoring Iowa's humanitarian leadership on behalf of food-deprived refugees from Southeast Asia.
- The World Food Prize commissioned a painting of **Dr. Norman Borlaug's boyhood home** in Cresco by Douglas Eckheart of **Decorah**, as well as 15 other original paintings by Iowa artists from **Grimes** and **Carlisle** of the World Food Prize Laureates.
- Each year, the World Food Prize organizes a tour for distinguished international guests to some of Iowa's most prominent tourist destinations. In 2012, this tour went to the **Bridges of Madison County** in Winterset. In past years, this program has included visits to the **Henry A. Wallace Birthplace and Farm** near Orient, Iowa, the **Pappajohn Sculpture Garden** and the **Des Moines Art Center**, the **Boone Scenic Railway**, the **Amana Colonies**, the **Hoover Presidential Library**, **Historic Pella**, the **Danish Windmill**, **Garst Farm in Coon Rapids**, **Living History Farms**, and the **Brunnier Art Museum** in Ames.

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## THE DR. NORMAN E. BORLAUG CENTENNIAL OBSERVANCE: INSPIRING A VISION FOR IOWA'S FUTURE

Norman Borlaug was born on a farm in Howard County, near the town of Cresco, on March 25, 1914. To celebrate and advance the legacy of the man who has become Iowa's greatest hero, the World Food Prize is undertaking a Borlaug Centennial Observance which will run from October 16, 2013, to October 16, 2014. It is our goal to encourage a statewide celebration that will highlight Dr. Borlaug's lifelong achievements as well as develop the model for future World Food Prize celebrations.

October 16 is World Food Day around the globe and, by Act of the Legislature, Dr. Norman E. Borlaug/World Food Prize Day here in Iowa. The World Food Prize vision is that each October, Iowa can have a significant statewide week-long celebration surrounding World Food Day (like the Kentucky Derby or Mardi Gras, but with Iowa values): **A celebration that highlights our state's history in feeding the world, and brings a broad array of people to Iowa to enhance economic opportunities and promote new technologies for the future.**

It is the World Food Prize Foundation's view that it is possible at the same time to incorporate our state's marvelous history in feeding the world with the arts, music and education in programs and events all around the state, in order to bring maximum attention to these issues, to inspire leaders of the future, and to promote economic development.

As the World Food Prize presents the "Nobel Prize for Food and Agriculture" at the Iowa State Capitol and draws the leading experts from around the world for the Borlaug Dialogue, there should be programs taking place in every Vision Iowa Project, at every school and college and in every county across the state. The new Dr. Norman E. Borlaug Hall of Laureates will play a special role in this endeavor.

In planning and leading the Global Youth Institute, the Borlaug Dialogue, the Iowa Hunger Summit and other activities over the past decade, the World Food Prize Foundation's experience has shown that focusing on Dr. Borlaug's legacy in agriculture and global development provides a very strong and broadly appealing core for a diverse array of programs. Given the **central importance of food to all people, communities and cultures**, Iowa's leadership in food production and hunger reduction (both historically and in the present day) provides a unique opportunity to unite citizens, focus attention on current and future challenges in food and agriculture, and support and enhance coalitions and partnerships.

In the four years since his death, it has become evident that Dr. Borlaug's spirit lives on and will flourish in the World Food Prize programs he created and in the institutions we are building here in his home state. Through the special private-public partnership that the Foundation has with the State of Iowa, it is our intention to continue to build upon the foundation Dr. Borlaug put in place and that John Ruan and his family have supported for the past two decades, so that **the World Food Prize will continue to promote economic development and provide educational opportunities across Iowa.**

The World Food Prize Foundation is therefore eager to cooperate and collaborate with the State of Iowa and other public and private entities to offer our annual activities as a platform for engaged partnerships that will promote economic development and will strengthen awareness of and action on major issues in food security and agriculture among Iowans. In particular, we would be pleased to incorporate into our Iowa Hunger Summit, Borlaug Dialogue and Laureate Lecture Series organizations and individuals which could be useful in promoting ideas and concepts deemed potentially helpful to our state and communities.

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This overarching goal guides the Foundation staff as we work toward our objectives of recognizing and inspiring breakthrough achievements to increase the quality, quantity and availability of food in the world; conducting informational and educational programs related to agriculture, hunger, nutrition and health; and promoting economic development, tourism, education and cultural opportunities in Iowa.

**Norman Borlaug Statue.** In 2011, at Ambassador Quinn's urging, the Iowa State Legislature voted to place a statue of Dr. Norman Borlaug in the U.S. Capitol in Washington, D.C.

- Ambassador Quinn was appointed by Governor Branstad to chair the committee to select an artist to create the statue to Dr. Borlaug. On October 16, 2012, the Governor and the Ambassador introduced Mr. Benjamin Victor as the artist the committee had chosen from the 65 artists who submitted a proposal.

Ambassador Quinn's goal is to have the statue installed in the Statuary Hall on or about March 25, 2014, which will mark the 100<sup>th</sup> anniversary of Dr. Borlaug's birth near Cresco in Howard County.

**Norman Borlaug Centennial Observance.** As part of this recognition of Dr. Borlaug, the World Food Prize is holding a year-long Borlaug Centennial Observance, which will run from October 16, 2013 through October 16, 2014.

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## STAFF, BUDGET AND EXPENDITURES

The World Food Prize currently has nine full-time employees and one part-time employee. It is further assisted by occasional temporary staff as part of its October events and six unpaid college interns.

In 1999, the World Food Prize Foundation had four sponsors in addition to the State of Iowa. Reflecting the greatly increased support and interest from the private sector, and efforts by the World Food Prize to build meaningful programs and support, today the Foundation has over 80 private contributors at various levels of sponsorship. These sources provide the great majority of the funds expended by the World Food Prize, and have assisted us in growing our programming to make this a world-class institution.

In its report to the Legislature in December 2011, the World Food Prize estimated that in CY 2012, its expenditures would be \$2.9 million. In fact in CY 2012, its year-end expenditures were \$ 2.937 million. Of this amount, the World Food Prize applied approximately \$725,000 from funds provided by appropriations from the State of Iowa (\$300,000 of the \$600,000 appropriation on July 1, 2011, to cover expenses during the period January 1 to June 30, 2012; and approximately \$425,000 of the \$850,000 appropriated on July 1, 2012, to cover expenses during the period of July 1 through December 31, 2012). The remaining \$425,000 of the \$850,000 appropriated on July 1, 2011 will be utilized to cover World Food Prize Foundation planning, operations and program implementation during the first half of CY 2013.

**None of the money received from governmental sources is used either as part of the annual \$250,000 World Food Prize Laureate Award or the \$10,000 Dr. Norman E. Borlaug Award for Field Research and Application prize money. Governmental funds are also not used to pay for food or beverages at any of the social functions which are held as part of any World Food Prize event. None of the funds received from the State of Iowa standing appropriation are used for any international staff travel nor for bricks and mortar construction.**

Attached to this report is an outline of expenditures during CY 2012 made by the World Food Prize in support of the administration, planning and implementation of all of the programs listed in this report, as well as the operation of the buildings and facilities in which they take place or will take place including the Hall of Laureates. The funds obtained from the State of Iowa are used to defray part of all of these expenses, with the exceptions noted in the above paragraph.

Salaries and benefits for World Food Prize staff are apportioned to the various programs and project elements of the budget which individual staff members manage. Staff costs for the administration and overall direction of the Foundation are listed under Administration.

We anticipate that expenses for these programs will continue to increase over the next several years as the Borlaug Dialogue and Global Youth Institute continue to expand, and the expenses associated with the actual operation of the Hall of Laureates as a museum and educational facility will be incurred. These expenses for the *operation* of the Hall of Laureates will come from the World Food Prize annual budget, thus increasing the overall size of the Foundation's operating budget by about 25%.

Based on the above, the amount of program expenditures by the Foundation during the first six months of CY 2013 will be approximately the same as those made in CY 2012 during that same time frame. However, it is anticipated that the Foundation's overall expenditures for the entire CY 2013 will be approximately \$3.1 million, with this sustained

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expenditure level due to increased expenses of approximately \$700,000 related to the operation of the Hall of Laureates building. While subject to revision, it is estimated that the CY 2014 Foundation budget will be approximately \$3.2 million, due to continued costs associated with the operation of the Norman E. Borlaug Hall of Laureates.

As a result of these anticipated increased expenditures in promoting economic development and education, full funding by the State of Iowa of the World Food Prize \$1 million standing appropriation is requested in order to ensure that these programs, which Dr. Borlaug created, and the Hall of Laureates, will be sustained far into the future for the benefit of the public who participate in them and who visit this magnificent new facility which preserves our state's historic legacy.

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## WORLD FOOD PRIZE FOUNDATION CY 2012 ANNUAL EXPENDITURES

<b>Borlaug Dialogue International Symposium</b> .....	<b>\$597,329</b>
Travel and lodging for speakers, special participants	
Travel and lodging for World Food Prize Laureates/Council of Advisors	
Brochure design, printing and mailing	
Iowa Hunger Summit	
International Symposium, including setup, audio/visual	
Catering	
Ground transportation	
Temporary staff	
Security	
World Food Prize staff support	
<b>World Food Prize – Cash Awards</b> .....	<b>\$260,000</b>
World Food Prize Laureate Award	
Dr. Norman E. Borlaug Award for Field Research and Application	
<b>Global Youth Institute and International Internships</b> .....	<b>\$573,872</b>
<b>Borlaug Ruan International Internships</b>	
Travel, room and boarding	
Intern stipends	
International medical insurance	
Intern interviews and orientation	
Administrative supplies	
Chrystal/Szymoniak Award – printing of books	
<b>Global Youth Institute</b>	
Lodging and meals for students and teachers	
Ground transportation	
Teacher Professional Development program	
Iowa Youth Institute	
Mathile National Expansion Program	
World Food Prize staff support	
<b>Laureate Award Ceremony</b> .....	<b>\$272,627</b>
Ceremony production in House Chamber	
Dinner in Rotunda, including tables, décor, catering	
Laureate Selection Committee meeting	
Laureate Sculpture fabrication	
Invitation to Nominate brochure design, printing and mailing for laureate selection process	
World Food Prize staff support	

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## **Special Events and Communications ..... \$177,978**

Laureate Announcement Ceremony (Washington, D.C.)

Special Report design and printing

World Food Prize Day at the Capitol

Hoover-Wallace Dinner

Website

Photography

Laureate Video production and recording

Advertising

Street signs and banners

World Food Prize staff support

## **Hall of Laureates Operations ..... \$612,628**

Utilities

Maintenance & Repairs

Security

Insurance

Garden

Cleaning

World Food Prize staff support

## **Foundation Administration ..... \$442,976**

Personnel – general administration

Professional and audit fees

Fixed asset acquisition (technology, software, furniture)

Office supplies and monthly office expenses

Staff training

Printing and mailing

Database support

Equipment rental

Staff Travel

401(k) and group insurance

## **Total ..... \$2,937,410**